

Summer 2007

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Santa Clara University

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NUMBER 1

Magazine

Santa Clara

Published for the Alumni and University

Summer 2007

Mission: Sustainable

John Farnsworth on the buzz
about the S-word

Page 22



sus·tain·a·ble *adj.* meeting the needs of the present without compromising the ability of future generations to meet their needs: sustainable living. [see CYPRESS]
-sus·tain·a·bil·ity *n.*

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Wrapping up the most successful campaign in University history

from the editor

Mission: Imaginable

My 5-year-old son is big on rituals. Every morning, over peanut-butter toast with honey (him) and black coffee (me), we share the morning papers. To get a jump on the

day, he likes to check in on his favorite columnists—Charles Schulz, Jim Davis, J.P. Toomey, and a few more—who keep him abreast of the goings-on among the Peanuts gang, in Garfield's house, in Sherman's lagoon...you get the picture.

Then we scour the pages of a pair of Bay Area dailies for some science stories. More often than not, we come up empty. Of the limited scientific breakfast fare that makes it to our table, astronomy and space exploration are usually a good bet. Ask our boy the name of the largest planet ever discovered and he's ready with the answer: HAT P-1—which, he reminds you, is light enough to float in a glass of water. More toast, please.

Back on Earth, Easter Monday served up a bonus news feature: Along with reports on a PG&E plug-in hybrid and an op-ed to match, there was a full-page, multicolored feature titled "Wacky ideas to save Earth." Said ideas include carbon sequestration and bio-engineered photosynthesis. (Having interviewed researchers working on these, I don't find them particularly wacky, though.) The idea that most sparks our kindergartener's imagination: a 16-million-strong armada of tiny flying saucers orbiting our planet to create a solar umbrella to reduce heat from the sun.

Imagination is also a quality very present in this issue of *SCM*—exploring what we talk about when we talk about "sustainability." Writers have taken on the meaning of the S-word in terms of ethics and economics, and in terms of nuts-and-bolts construction—with a little help from some PV cells and bamboo I-beams. When it comes to what is imaginable, and what is sustainable, your mission, should you choose to accept it, might just be laid out between these covers.

Which, in fact, contain something different—not just in terms of words and ideas, but in terms of the paper on which they're printed. For starters, there's the matte finish. Along with that, we've managed to move to paper that contains 30 percent post-consumer waste. You might also have noticed the green logo in the column to the right. That would be the mark of the Forest Stewardship Council, which certifies the forest from which the paper comes and the paper manufacturer, through to the plant where this magazine is printed. Teaming with companies that commit to FSC certification is a way of supporting social and environmental standards. Something imaginable. And, as this magazine shows, quite possible.

Keep the faith,



Steven Boyd Saum
Managing Editor



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www.santaclaramagazine.com

Santa Clara Magazine contents

SUMMER 2007



On the Web **EXCLUSIVES**

Mark Twain's cats and other Califauna

What noisy cats are we! Yes, that's really Mark Twain's sketch, "Morning Song." It's one of dozens of images that you'll find alongside writings about California critters and their relationship with California peoples in *Califauna: A Literary Field Guide*. SCU's Terry Beers and Emily Elrod '05 edited this lovely volume, a new addition to the California Legacy Series, published in collaboration with Heyday Books. Paw your way to www.santaclaramagazine.com and read exclusive excerpts.

Mission: Sustainable

Building green, recycling, and changing attitudes for the future. How's SCU walking the sustainability walk?

Solar nexus

Applied Materials President and CEO Mike Splinter calls solar energy the next big opportunity for Silicon Valley. Splinter took his message to the world via an address at Santa Clara on April 20. Log on to our **Web site** to listen to a podcast.

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About our cover

A defining moment with Lacey Schauwecker, a junior English major from Tempe, Ariz. Photo by Charles Barry.



More solar power to them

Congratulations to the SCU Solar Decathlon team (Mission Matters, Spring 2007 *SCM*) on being chosen for this elite competition. You are the stewards of a collaboration of great implication to all mankind. It is indeed an exciting opportunity for SCU and team members.

BRIAN T. DEL GIORGIO CPA '68
Santa Maria

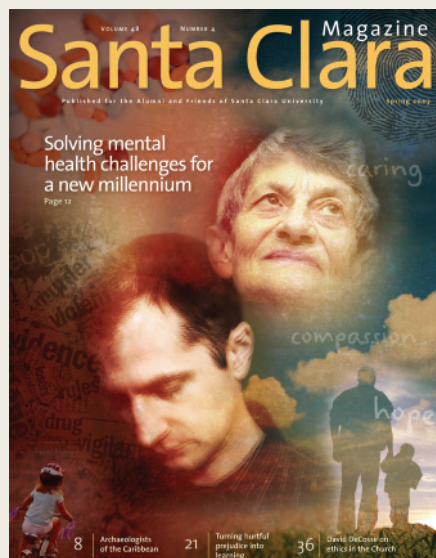
But what are universities doing about mental disorders?

While I appreciate "Are People Getting Crazier?" in your Spring 2007 issue, it is an academic discussion of mental illness.

As the Mental Health Services Act (Prop. 63) policy coordinator for the National Alliance on Mental Illness in California (online at www.namicalifornia.org), I work with groups to, among other things, revamp mental health education and mental health workforce development. Regional collaboratives between higher education and the mental health system are being developed throughout the state. SCU should become involved.

College age is often the first time that these issues present themselves—sometimes with dramatic and tragic consequences.

DEDE MOON RANAHAH '66
Sacramento



Marie G. Herbert, assistant director of Santa Clara University Counseling and Psychological Services, responds:

Counseling and Psychological Services (CAPS) provides psychological, consultative and educational services to the SCU community. Services are free and confidential (within the limits of California law). The clinical staff consists of licensed mental health professionals. Students may be seen for up to 10 appointments each year and occasionally more. A staff person manages emerging crisis cases each weekday and is available by cell phone to consult on after-hours emergency situations. Staff members provide consultation to various University departments, faculty, and parents regarding students in crisis. Staff also conduct educational workshops with students and campus personnel to address mental health issues. Please visit the CAPS Web site www.scu.edu/tcc for more information.

Stigma and mental illness

The National Alliance on Mental Illness for years has been fighting the stigma that is associated with mental illness. As a father who had a son with a mental illness, I feel that using the word "crazier" in the title [of Thomas Plante's article] and numerous times in the text was insensitive to the problem of mental illness.

However, I did find the article very interesting and informative.

RICHARD BERRYESSA M.A. '74
San Jose

These letters were received before the tragic massacre at Virginia Tech brought renewed attention to the realities of mental illness on college campuses—and what universities can and should do to help. For more on this important topic, visit the online discussion in the Spring 2007 issue of SCM. —Ed.

Not my ideals and morals

With respect to "A hidden gem" (Mission Matters, Winter 2006 *SCM*): If Gavin Newsom and Jerry Brown are representative of the ideals and morals of Santa Clara University, I am going to pick up my library commemorative paver and retreat in shame.

RICHARD R. CALLAHAN '59
Orange, Calif.

Corrections

Much to our proofreading chagrin, Page 4 of the Spring 2007 *SCM* contained an incorrect spelling of the first name of the chairman of Intel. He spells it Craig Barrett.

To Our Readers:

We welcome your letters in response to articles. We print a representative selection of letters as space allows. Please limit copy to 200 words and include your hometown and class year (if appropriate) in your letter. Address correspondence to The Editor, *Santa Clara Magazine*, Santa Clara University, Santa Clara, CA, 95053-1500; fax, 408-554-5464; e-mail, scmagazine@scu.edu. We may edit letters for style, clarity, civility, and length. Questions? Call 408-551-1840.



mission matters

Re-imagining Jesuit education: the State of SCU

How can we reimagine the meaning of Jesuit education? That was the task President Paul Locatelli, S.J., set as part of the annual State of the University address on Feb. 13. Drawing on his 19 years of experience as president, he discussed the meaning of community and encouraged students, faculty, and staff to pursue learning and living our values every day.

The University is preparing its academic programs for the 21st century, he noted, undergoing changes to the Core Curriculum and a self-study in preparation for reaccreditation by the Western Association of Schools and Colleges (WASC).

With funds raised by the recently concluded Campaign for Santa Clara (see Page 32), he noted, the University was able to establish 12 new endowed professorships—including one now held by Jim Koch, acting dean of the School of Engineering.


The audience gave several rounds of applause to retiring men's basketball Head Coach Dick Davey—along with a standing ovation, not least because Santa Clara had defeated Gonzaga the night before to take first place in the WCC (see Pages 7-12 for more on Bronco basketball).

One of Santa Clara's goals as an institution is to be a community of inclusive excellence, Locatelli said. A recent off-campus theme party held by students from which offensive images were published online, compelled the president to address reinforcing our commitment to diversity and cultural sensitivity.

Other challenges facing the University, and students in particular, are the dangers presented by alcohol abuse and ever-more anonymous and widespread Internet communication. Locatelli urged members of the community to be cautious and responsible in their use of both.

The president also briefly discussed his appointment to the position of Secretary for Higher Education for the Society of Jesus. Although he said he was initially reluctant to take a position centered in Rome, he is looking forward to contributing to the improvement of Jesuit education around the world: There will be a new Jesuit university opening in Africa later this year, as well as an online institution.

Senior Jenny Moody, president of the student body, also addressed the state of the University from the student perspective. She cited increased student safety, additional study space, and confronting the pervasive alcohol culture as the ASSCU's top priorities this year.

For complete text of the speech, visit www.scu.edu/stateofscu. SS 

These programs mean business

BusinessWeek magazine has named Santa Clara University's undergraduate business program among the top in the nation. This is the first time the business program, which came in at No. 27, has made the rankings. Also this spring, *U.S. News & World Report* ranked SCU's part-time MBA program No. 14 in the nation.



The *BusinessWeek* assessment, gathered from surveys conducted with recruiting firms and students, evaluated nearly 100 business programs nationally. Among the measurements taken were entering student test scores, teaching quality, and alumni job placement.

"I am delighted that our undergraduate business program has been recognized for its academic rigor, the excellent instruction by our teacher-scholars, and the success of our alumni," said Barry Z. Posner, dean of the Leavey School of Business at SCU.

The program earned an A+ in job placement, was ranked No. 20 by recruiting firms in the quality of graduates, and scored No. 18 in academic quality among all 93 ranked programs.

The Santa Clara University undergraduate business program was third among California schools listed. Among Jesuit business schools, Santa Clara University shared the limelight with Georgetown and Boston College.

The graduate student body was ranked among the top 50 most diverse (21.6 percent minorities) by *U.S. News*. Graduates of the part-time MBA program have some of the highest salaries in the nation—averaging \$100,466 in base salary, making the program sixth in the nation among highest paid new graduates. *KCS*

mission matters

Leadership, learning, and empathy abroad

This spring two SCU faculty traded their SCU classrooms for international learning venues—one in Africa, the other in Central Europe. The occasion: They're recipients of prestigious Fulbright grants. So is a recent SCU grad, Catherine Kilbane '05, who spent the past academic year on a research Fulbright in Peru.

In January, Leslie Gray, associate professor of environmental studies, trekked to Burkina Faso to study the effects that U.S. cotton subsidies have on poor farmers in West Africa. In February, Elizabeth Enayati Powers '80, J.D. '89, assistant dean for international and comparative law and executive director of the Center for Global Law and Policy, traveled to Poland to teach a course at the law school at the University of Warsaw.

Gray is no stranger to Africa or to Fulbright grants. She and her husband, Michael Kevane, associate professor in economics and chair of the Core

PHOTO: COURTESY OF CATHERINE KILBANE



Hiking the Inca Trail: A Fulbright has taken Catherine Kilbane '05 to Peru.

Curriculum committee, run Friends of African Village Libraries, a nonprofit organization that has seven small village libraries in Burkina Faso and Ghana. Gray is also co-editor of *Hanging by a Thread: Globalization, Cotton, and Poverty in Africa*, recently accepted for publication by Ohio University Press. This is

her third Fulbright award. Previously she explored land degradation and deforestation issues in Burkina Faso and coping strategies for drought in Sudan.

On her Fulbright teaching fellowship, Powers will offer Polish law students a glimpse of American teaching styles and present U.S. intellectual property laws against a backdrop of European legislation. Powers has been teaching the Protection of Intellectual Property class at SCU since 1996, when she co-authored *IP Strategy: Complete Intellectual Property Planning, Access and Protection* with Howard Anawalt.

It was at Gray's prodding, and with the assistance

Land of cotton: Leslie Gray in Burkina Faso.

PHOTO: DAVID PACE



of political science Professor Jane L. Curry, that Kilbane applied for the Fulbright grant that has taken her to Peru.

Kilbane has been monitoring debt-for-nature transactions in Peru. And she has been living out a dream she's had for more than a decade of working in conservation in Latin America. At Santa Clara she participated in the University Honors Program and double majored in environmental studies and Spanish studies. Even so, she notes, "I never even would have considered applying for a Fulbright had Dr. Gray not first brought it up and then pushed me to go for it." KCS SCU

Sustainability is her middle name

She graduated from SCU in 2004 with a degree in biology, and just over a year ago Lindsey Cromwell was back to play a new role: that of the first Sustainability Coordinator on campus. Since February 2006, the Hawaii native has put time into a campus-wide sustainability audit, both looking for where the low-hanging fruit could be found, and to get a sense of where the long-term challenges lie; and she's focused on education and outreach to the campus community. Among her projects: launching the monthly e-newsletter "Sustainability at SCU"; coordinating the first Campus Sustainability Day, held last October; and, recently, heading up SCU participation in the national RecycleMania competition. SCU



PHOTO: CHARLES BARRY

On the Web EXCLU-

Read an extended Q&A with Lindsey Cromwell online at www.santaclaramagazine.com

Dorm Storm

Where were you on the night of March 14? This green-shirted crew was storming the halls of the Graham Residence Center in pursuit of bottles, cans, and other recyclables. It's part of RecycleMania—a 10-week competition involving 200 universities across the U.S. to see which school can recycle the most. RecycleManiacs from left: junior Scott Dow, Bucky Bronco, and sophomore J. T. Harechmak. **SBS**



PHOTO: CHARLES BARRY

1,000 points of light

The first day of spring is always cause for celebration. Especially when we're talking green—power that is, along with energy and money saved. Which is what brought to campus city of Santa Clara Mayor Patricia M. Mahan J.D. '80, Silicon Valley Leadership Group Energy Programs Director Justin Bradley, and California Assemblyman Lloyd Levine (D-Van Nuys). They joined reps from Silicon Valley Power (SVP) and SCU on March 21 to celebrate how the University has become a community benchmark for sustainable energy, and to discuss Levine's proposed legislation to ban the sale of incandescent light bulbs in California by 2012.

SCU students have received



more than 1,000 compact fluorescent bulbs from SVP, leading to savings of more than 60,000 kilowatt-hours (kWh) of electricity annually. And the University's participation in SVP's 100 percent renewable wind and solar

program—over 1,600 megawatt-

hours annually—is one of the largest renewable energy purchases by a university in California.

The University has also taken advantage of lighting, heat, and air conditioning energy efficiency programs that have saved nearly 1 million kWh of electricity and kept a million pounds of carbon dioxide from being pumped into the atmosphere. And they've brought SCU more than \$200,000 in rebates.

Assistant Vice President for University Operations Joe Sugg points to other key achievements

On the Web EXCLUSIVES

Read an extended Q&A about sustainability on campus with Joe Sugg and find out how you can help.

Visit www.santaclaramagazine.com

when it comes to sustainability:

- SCU is now recycling about 50 percent of waste produced on campus.
- More than half the water consumed on campus is reclaimed water.
- The new building for the Leavey School of Business will be 10 percent *better* than the efficiency standards introduced in California last year.

But when it comes to making a real difference in the world, Sugg says, the most important part isn't what happens now. "We are also attempting to give students a culture of sustainability so that they will run a sustainable life or business for the next 60 years." **SBS SCU**

A new place for parents

More and more folks seeking information about universities are turning to the Web—and now parents of current and prospective SCU students have a site that's been built just for them.

While Santa Clara's primary relationship is with students, parents and family play an important role in a student's college selection and experience. From the new parents site, parents can easily pay bills, check the campus vacation calendar, and get in touch with student life organizations.

The online campus map has also been given a makeover recently. The interactive map both makes it easier to find what you're looking for on campus and includes photos.

The parents site and map are accessible from the University's home page or by visiting www.scu.edu/parents and www.scu.edu/map. **SS & KL**



PHOTO: CHARLES BARRY

mission matters

Truth will out—thanks to an SCU law student

Santa Clara law student Curtis Macon has helped free an innocent man from prison. Through his work as an intern with University's Northern California Innocence Project (NCIP), Macon assisted a public defender with assembling evidence that proved that 29-year-old Jeffrey Rodriguez could not have committed the crime of which he was convicted in 2001.



PHOTO: CHARLES BARRY

Coming home: SCU law student Curtis Macon, right, with Jeffrey Rodriguez and family.

On Feb. 5, Rodriguez, whose home is in Santa Clara County, was freed after he served nearly six years in prison following a robbery conviction. The evidence against him consisted of the victim's eyewitness testimony of the robbery and a spot on Rodriguez's jeans that a Santa Clara criminalist testified was motor oil. The prosecution argued that the oil was transferred onto the jeans during the crime, which took place behind an auto parts store.


Rodriguez was arrested the morning after the robbery when the robbery victim, standing in line at the DMV, noticed Rodriguez standing in another line; she told the police that Rodriguez was the man who robbed her.

In Rodriguez's first trial, his attorney called an expert witness to dispute the criminalists' findings and called several alibi witnesses in Rodriguez's defense. That trial ended in a hung jury, voting 11-1 for acquittal. At the second trial, the same defense attorney failed to call the expert because he said there

was no money left to hire one. Nor did he call the alibi witnesses. Rodriguez was convicted and, under the "three strikes" rules in California, he was sentenced to 25 years to life.

Appellate attorney Irma Castillo successfully won a new trial for Rodriguez after convincing the 6th District Court of Appeals that his trial counsel had been ineffective. Public defender Andy Gutierrez was appointed to represent him and contacted NCIP for help.

Macon, a student intern at NCIP, worked with Gutierrez on

investigation and research, including diagramming discrepancies in the victim's identification testimony and re-enacting the crime. They had the jeans retested, which showed that there was no oil on the pants; and they used video forensic experts to prove Rodriguez's jacket was not the one in the surveillance video. Based on this new exculpatory evidence, the district attorney decided to drop charges against Rodriguez, and in February he was released from prison. **KCS** 

Three for the board

The University welcomed three new members to its Board of Trustees this winter, two of whom are alumni of the University.



William S. Carter B.S. '71, M.S. '95—former vice president, chief technology officer, Xilinx, Los Gatos

A 30-year veteran of the semiconductor industry, Carter spent the first 10

years in microprocessors and peripherals and the last 20 in programmable logic. He led the development of the first Field Programmable Gate Array, now a \$2.5 billion industry.



P. Anthony "Tony" Ridder—former chairman and CEO of Knight Ridder, Woodside


Ridder served as chairman and CEO of Knight Ridder from

1995 until its sale to McClatchy in 2006. President of Knight Ridder since 1989, he joined its corporate staff as president of the newspaper division in 1986. He joined the *San Jose Mercury News* in 1964 and was appointed publisher in 1977.



Tasce Simon '03—medical student, San Francisco

Tasce Simon graduated from SCU summa cum laude with a bachelor's degree in accounting.

She is currently in her second year of medical school at UCSF, where she is chapter co-president of the American Medical Student Association and chairwoman of the Native American Health Alliance. **KCS** 



On the Web

Check out Bronco schedules and the latest scores online. Visit santaclarabroncos.com

Eight Broncos earn All-WCC honors

At the conclusion of the West Coast Conference basketball season, the Santa Clara men's and women's teams found themselves well-represented on the list of All-WCC honors.

Men's Head Coach Dick Davey was named WCC Coach of the Year for the fourth time in his illustrious career on the Mission campus. Davey, in his final season at the helm of the Bronco program, became the first coach, other than Gonzaga's Mark Few, to earn this honor since 2000 after leading the Broncos to a 21-10 overall record, a 10-4 mark in



PHOTO: JOHN TODD

WCC men of the year: Argyle-clad Coach Dick Davey advises SCU center Sean Denison.

WCC play, good for second-place in the conference standings, and an appearance in the WCC title game.

Senior center and physics major Sean Denison shared WCC Co-Player of the Year with Gonzaga's Derek Raivio, as well as being named to the All-WCC First Team for the first time in his career.

The Broncos captured a third conference award as senior guard Danny Pariseau, a transfer from Eastern Washington, took home the WCC Newcomer of the Year award after scoring 9.7 points a game and leading the squad with 4.74 assists a game. The Spokane, Wash., native was also named to the All-WCC First Team.

Joining Denison and Pariseau on the first team was senior guard Scott

Dougherty, averaging 9.9 points a game and shooting 42 percent from behind the arc. He shot a career-high of 23 on Feb. 12 as the Broncos defeated Gonzaga, 84-71, snapping the Bulldogs' 50-game home winning streak.

Junior point guard Brody Angley was named All-WCC honorable mention for the first time in his career, scoring 8.3 points and passing out 3.8 assists per game. Angley fueled SCU's stretch run by scoring in double figures in eight of the last nine conference games.

On the women's side, Chandice Cronk earned her second-career All-WCC nod, being named to the first team for the first time in her career. Cronk was named to the All-Freshman team in 2005. The Wasilla, Alaska, native was among the top five 3-point shooters in the nation by season's end, and led the nation most of the way, ending up with 94 3-pointers made while leading the WCC with 16.0 points a game.

After two seasons away from women's basketball, junior forward Jen Gottschalk returned in 2006-07 and immediately made an impact with the Broncos. Gottschalk averaged 10.9 points and a team-leading 6.0 rebounds a game this season on the way to being named All-WCC honorable mention. *JM*

Topping the list

Santa Clara basketball student-athletes were also prevalent on the West Coast Conference's Winter All-Academic teams this year, earning five slots. For the men, senior guards Scott Dougherty (3.57 cumulative GPA, chemistry), Joey Kaempf (3.60, political science), Danny Pariseau (3.12, combined sciences), and junior forward Mitch Henke (3.74, finance) all earned spots on the All-Academic team. The Broncos topped the list with four selections.

From the women's team, senior point guard Ashley Graham (3.64, psychology) earned a spot on the WCC's All-Academic team for the third consecutive year. *JM*

Bronco Sports



PHOTO: DAVID GONZALES

Another 3-pointer and a WCC record for Chandice Cronk.

Cronk, Graham reach new milestones

Women's basketball's Chandice Cronk and Ashley Graham punctuated the 2006-07 season with a pair of milestone performances. Cronk, one of the nation's most dangerous long-range shooters, sank 94 3-pointers this past season, establishing not only the new Santa Clara single-season mark, but also breaking the previous West Coast Conference single-season mark.

Graham entered the season 299 points shy of becoming the 16th member of Santa Clara's prestigious "1,000-Point Club." The Redmond, Wash., native responded with a career year, averaging 10.5 points and 5.03 assists a game, and scored her 1,000th career point on Feb. 22 against Loyola Marymount. Graham, who also became only the second SCU player to reach 200 career 3-pointers as well, fittingly hit 1,000 with a 3-pointer. *JM*

A CENTURY OF BR

The first basketball player ever to make the cover of *Sports Illustrated*, 11 NCAA tourney invites, a dozen All-Americans, a No. 2 national ranking, and an alumnus who's changing the way the game is played in the NBA. Not a bad first hundred seasons.

By Jed Mettee and Steven Boyd Saum



The smoke from the cigars and cigarettes is so thick you can hardly see across the court.

Twenty thousand rabid fans pack the stands. Welcome to the Garden—Madison Square Garden, that is, the Holy Shrine of College Basketball. It is December 1939, and the Magicians of the Maplewood are about to show folks the future of basketball, Santa Clara style.

Among the Magicians: Jim Rickert, Bruce Hale, Marty Passaglia, Bob Feerick, Stan Anderson, and Ralph “Toddy” Giannini. The Magicians shoot one-handed, they rebound quickly, get the ball to teammates, and run the fast break. Basketball didn’t used to be this way.

In the mid-1930s, college basketball made a major rule change and stopped having teams jump center after every basket. Shortly before, Santa Clara grad George Barsi '30 assumed basketball coaching duties for the Broncos, and he was one of the first coaches to teach his players to play a fast break style.

At Madison Square Garden, the Broncos defeat City College of New York and LaSalle by more than 20 points. Giannini becomes the first Santa Clara player to be named an All-American. And the NCAA issues an invite to the Final Four. Alas, the powers that be at Santa Clara put the kibosh on the Broncos playing in the tourney. Why? The players would miss too many days of classes.

Humble beginnings

From the Garden, turn back the clock three decades to the birth of Santa Clara hoops. The 1904-05 season wasn’t terrible as far as percentages go. It was the first year that Santa Clara students fielded a team to play intercollegiate basketball, and they finished at .500, with a 9-7 win over Alameda High School and a loss to the University of Pacific, for a 1-1 record.

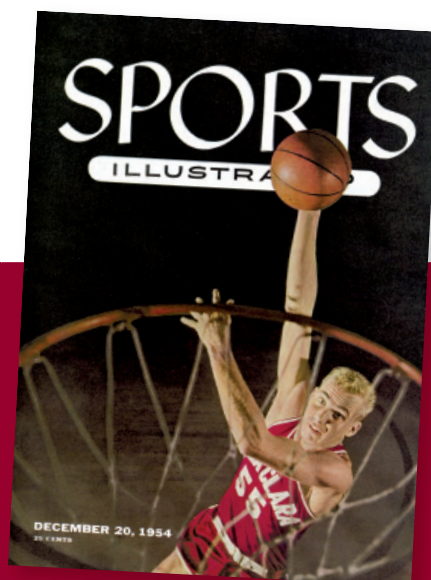
The next season included three games, but then the sport took a two-year hiatus before returning in 1908-09 with a seven-game season that included high school teams and games at the San Jose YMCA. Because no team was fielded in a few early years and one season was canceled during World War II, 2006-07 marks the 100th season of Bronco men’s basketball. It’s been a varsity sport since 1917-18, though at the time the student yearbook, the *Redwood*, opined that the sport was “dead or dying.”

By the late 1920s and early 1930s, the sport was drawing more fans. Under Coach Harlan Dykes, Santa Clara’s team racked up an impressive record of its own, 101-48, while the Broncos played a number of games at Kezar Pavilion and the Civic Auditorium in San Francisco.

The late '30s found the team on the national stage, following up the 1939 visit to Madison Square Garden with an appearance the following year as well. Again Santa Clara defeated CCNY, and they avenged losses from the previous



Postcard from the past: the 1911-12 Santa Clara basketball team.



In 1954, All-American Ken Sears became the first basketball player ever to appear on the cover of *Sports Illustrated*.

ONCO BASKETBALL

year against Depaul, California, and the University of San Francisco. Passaglia, Feerick, and Hale went on to careers in pro basketball, and after retiring, the latter two turned to coaching—Feerick returned to his alma mater in 1950 and Hale headed to the University of Miami.

Cinderella Broncos

Feerick had only coached the Broncos for two years when, in 1952, Santa Clara received an invite to the first-ever West Regional tournament, held in Corvallis, Ore. It was a young team, with the starting lineup including captain Bob Peters and junior Dick Soares, sophomores Herb Schoenstein and Jim Young, and a 6-foot, 7-inch freshman from Watsonville, Ken Sears.

The crowd was stunned when the Broncos beat the UCLA Bruins, who were ranked at the top of the Pacific Coast Conference and 19th in the nation. The next day, with a driving layup by key reserve player Dick Garibaldi to clinch the game in the final seconds, the Broncos upset Wyoming to advance to the Final Four.

The team traveled to Seattle for the tourney, packing “a bunch of uniforms and a prayer,” observed one sports writer. To avoid falling behind in their studies, the players also had to spend “a few days in classes at Seattle University,” says Garibaldi—though he confesses it was awfully hard to concentrate on anything but the coming game.

The Broncos were matched up with the Kansas Jayhawks and three-time All-American center Clyde Lovellette. Underdog Santa Clara gave a gallant effort, but Lovellette proved unstoppable, finishing with 44 points.

The Broncos’ Sears did him one better, though: A few days before Christmas 1954, Sears became the first basketball player—college or pro—to grace the cover of a young

magazine by the name of *Sports Illustrated*. Sears also won a pair of Player of the Year awards and was named an All-American. He went on to play seven years in the NBA with the New York Knicks and San Francisco Warriors and made the All-Star team twice.

Lightning in a bottle

Coming into the 1968-69 season, the Broncos had higher expectations than ever. The previous season, the team wrapped up the regular season with 14 straight wins for a 22-4 record. In the NCAA tournament, they lost to eventual national champion UCLA.

Almost the entire team was returning for Head Coach Dick Garibaldi and Assistant Coach Carroll Williams, including the best frontcourt in school history in Dennis Awtrey, Bud Ogden, and Ralph Ogden. But what happened blew away all expectations: Santa Clara won its first game of the year 101-64 against Nevada and followed that with two road victories over UC Davis and Fresno State by wide margins. And the Broncos kept rolling, winning 21 straight games—all but one by double-digit margins.

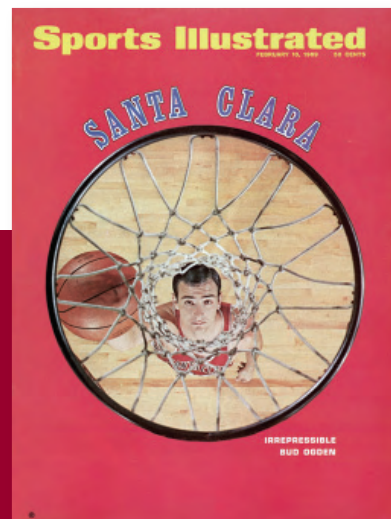
In conference play, SCU swept to eight straight wins, including a 15-point blowout of San Jose State on Jan. 18. A month later, though, in a rematch the Spartans pushed the Broncos to double overtime before prevailing 73-69. So ended the streak—but not inspired Bronco ball.

Winning five games straight, the Broncos secured a berth in the NCAA Tournament, where they defeated Weber State in the West Regional in Los Angeles. But for the second time in as many seasons, UCLA ended the Broncos’ championship dreams with a win on their home court. The Broncos finished the year with a school-record 27 wins and just two losses, as well as a No. 3 national ranking.

In 1952, the Broncos traveled to the Final Four in Seattle packing “a bunch of uniforms and a prayer.”



Cinderella Broncos: the 1951-52 team in Hawaii. They'd go on to beat UCLA and win a berth in the Final Four.



View from the hoop: Bud Ogden on the cover of the Feb. 10, 1969 *Sports Illustrated*.

A CENTURY OF BR

"We kind of caught lightning in a bottle that year," says Bud Ogden.

Awtrey was named the WCC Player of the Year. Four Broncos—Bud and Ralph Ogden, Awtrey, and Kevin Eagleson—earned all-conference honors. Bud Ogden would go on to play in the NBA. Along the way: All-American honors and a spot on the cover of *Sports Illustrated* as a Bronco.

Awtrey earned All-American honors the 1969-70 season and went on to play in the NBA, bringing home an NBA championship ring in 1979.

Back at the Mission campus, center Mike Stewart stepped to the forefront—averaging more than 18 points a game in his career. He went on to win All-American honors in 1971-72, along with WCC Player of the Year.

The Dynamic Duo

In the mid-1970s, a star forward at Cupertino High School was being recruited throughout the country by a number of college programs. He attended a few games at the newly-constructed Toso Pavilion to see what it would be like to play for Santa Clara.

While he was impressed with the coaching staff and the hard-working reputation of the program, another draw was the play of sophomore point guard, Eddie Jo Chavez, who seemed to have a knack for finding his teammates and creating the offense. When Kurt Rambis graduated four years later, he would be the Broncos' all-time leading scorer—with Chavez running the offense and Rambis posting big numbers in scoring and rebounding.

The pair formed a unique bond on the court and an even stronger one off the court. And each credits his father with inspiring his success.

Chavez grew up in Vallejo, playing ball at the local Filipino community center. His father, Ed Chavez, played

basketball, football, and baseball for the Broncos in the 1940s. Upon graduating from SCU, Eddie Jo Chavez played professional basketball around the world.

Rambis made a name for himself as a key player in four championship seasons for the Los Angeles Lakers. He retired after 14 NBA seasons, and in 1999 he served as head coach of the Lakers and guided the team to a 24-13 record. He currently serves as assistant coach for the team.

Guarding the legacy and killing giants

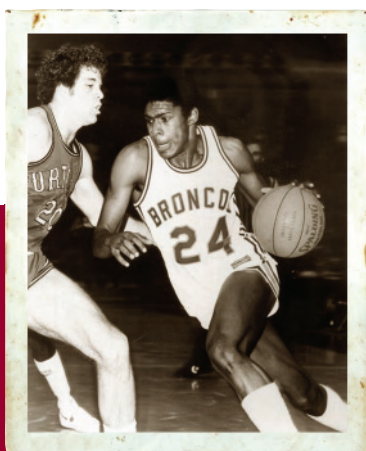
Harold Keeling earned a reputation as a ball hawk in 1981-82, his first season as a guard for the Broncos. In a game against No. 7 San Francisco, he set a school record with seven steals as SCU upset the Dons 77-75 at Toso Pavilion. A few years later, along with earning a degree in business, Keeling had racked up 263 steals on the court. He went on to play one season for the Dallas Mavericks before embarking on a 17-year professional basketball career internationally. A string of great guards has led the program in recent years—from Mitch Burley in the late '80s to Steve Nash and John Woolery in the early '90s, and continuing today with current starting point guard Brody Angley. Woolery twice earned All-WCC honors in his career and is fourth on the Broncos' all-time steals list with 192.

After playing alongside Woolery for two seasons, Nash took over the point guard spot and led SCU to the WCC Championship in 1994-95. For his career, he earned All-WCC honors three times and back-to-back WCC Player of the Year Awards, as the Broncos advanced to the NCAA Big Dance in 1995 and 1996. Now playing with the Phoenix Suns, he's credited with changing the way the game is played. Part of that is a renewed emphasis on teamwork. In 2005-06, Nash became just the ninth player in league history to win back-to-back MVP awards. (For a longer profile of Nash, see the Winter 2006 *SCM*.)

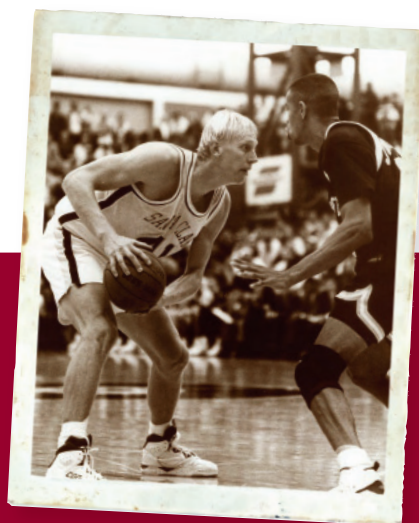
"It's always been a tough-minded team that plays hard," says Dick Davey.



Bronco pro match-up. From left: Dennis Awtrey, Ralph Ogden, and Bud Ogden on the eve of a game between the Warriors and 76ers.



Man of Steal: Harold Keeling holds the SCU record with 263 steals.



In the 1993 NCAA tourney, Pete Eisenrich torched Arizona with 19 points.

BRONCO BASKETBALL

The big picture

How do you sum up a century of Santa Clara basketball? "It's a proud heritage marked with great players over the years," says Dick Davey, who served as head coach for 15 seasons. "And it's always been a toughminded team that plays hard."

When he retired this year, Davey was the longest tenured coach in the WCC. He led the Broncos to three NCAA Tournament appearances and four WCC regular season championships, and he earned four WCC Coach of the Year Awards and a reputation as a giant killer—with five wins over Top-25 competition.

Davey's 1992-93 squad lays claim to one of the biggest upsets in NCAA Tournament history: when the 15th-seeded Broncos took down the second seeded Arizona Wildcats. Pete Eisenrich led the team with 19 points, and he brought down eight defensive rebounds. When Arizona spread its offense, point guard Woolery beat their defenders to the basket again and again. And 19-year-old Nash hit six straight pressure free throws in the final minute to put the Broncos on top. The moral of the story, according to one sports writer: "Sometimes, good guys do win."

While longevity in coaches' tenure is unusual in many college programs, since 1950 only five men have coached the Broncos: Bob Feerick, Dick Garibaldi, Carroll Williams, Davey, and now Kerry Keating (see Page 12). Perhaps only the Bronco trainers can claim greater staying power; for the past 80 years, only two men have served as head trainer for the team: Henry Schmidt, 1927-77, and Mike Cembellin, 1977-present.

Feerick gets credit for turning the Broncos into a dominating force on the hardwood and taking the team to the Final Four. And in 1959 he signed a player from Hayward



Stoking the fire

A 7-foot center, **Nick Vanos '85** came to Santa Clara blessed with great hands and agility. His years at the Mission campus stoked a competitive fire within him, and he went on to average 17 points and 10 rebounds a game his final two years. He left the school as the all-time leading shot blocker and was drafted by the Phoenix Suns.

Vanos spent two years as a backup to Alvin Adams. He played in 57 games in his second year, and the Suns were ready to commit to him as the starter in year three.

That was before Aug. 16, 1987. Vanos and his girlfriend, Caroline Cohen, were on a flight back from Michigan. Tragically, the pilot failed to ensure flaps and slats were extended, and the plane crashed on takeoff. Of the 154 passengers, the only survivor was a 4-year-old girl.

Vanos' jersey was the first ever retired at SCU, and in 2007 it was raised to the rafters of the Leavey Center. **DL**

High School named LeRoy Jackson—the first African-American basketball player to wear a Bronco jersey. Feerick left Santa Clara in 1962 to become the head coach of the San Francisco Warriors.

His successor, Garibaldi, earned a reputation as "the fiery leader"—demanding, yes, but inspiring tremendous loyalty in his players. Under his leadership the 1969 team went 27-2 and was ranked third in the nation in the AP poll and fourth by the UPI.

Carroll Williams served as assistant coach to Garibaldi for seven years and took over as the head coach in 1970. On the court, Williams is credited with inventing the flex offense in the late-1970s, an innovation still being emulated today. "We always treated ourselves as part of the total education process," Williams says.

As Davey notes, that means players succeeding with whatever path they take after they graduate—whether or not it's on the basketball court. "I like to think there is a special pride that a Santa Clara athlete has that extends beyond athletics into their life," he says. **SCU**

Jed Mettee is director of media relations for Santa Clara Athletics, and Steven Boyd Saum is managing editor for *Santa Clara Magazine*. This article is adapted from stories written for a commemorative program celebrating 100 years of Santa Clara Broncos basketball. Copies of the program may be purchased by sending a check or money order to Bronco Sports Publications, 500 El Camino Real, Santa Clara, CA 95053. Reporting and additional writing by Dave Lewis, Erin Hussey, and Aaron Glatzer. Photography by Charles Barry, David Gonzales, Don Jedlovec, with archival images provided by Santa Clara University Archives.



Steve Nash helped lead the Broncos to the NAAs three times—including the magical 1993 upset of Arizona.



A FAMILY SHOW

PHOTO: CHARLES BARRY



When new men's basketball Coach **Kerry Keating** talks the talk, it's about community, civility, competitiveness, and attention to detail. Plus text messaging and what's on his iPod.

By **Steven Boyd Saum**

For his debut on the floor of the Leavey Center, Kerry Keating ran into overtime. After all, Keating said at the April 9 press conference, you only get to be named head coach for the first time once in your life. He'd just traded a spot as assistant coach at UCLA to follow in the footsteps of Dick Davey and Carroll Williams as head men's basketball coach at SCU. There was tradition to honor, families and staff to introduce, stories to tell of the men who have mentored him, a music riddle to pose for the reporters assembled, and questions to ask. Such as, "Where do the Ruff Riders sit?"

Or another: "Why SCU?" Which would help answer the question on the minds of Bronco b-ball fans near and far: Why Kerry Keating? And why now?

Right man at the right time

Dick Davey headed the SCU team for 15 seasons, with three decades altogether at Santa Clara as coach, mentor, and educator. When Davey announced on Feb. 1 that he would be stepping down, the conventional wisdom

was that Santa Clara had its sights set on a new coach. The sports columnosphere and blogosphere were aflutter, and more than one opinionator fingered former Stanford Coach Mike Montgomery as the likely suspect. Meantime, the Broncos wrapped up the season with a run for the conference title, only going down before Gonzaga in the West Coast Conference tourney.

Keating and the Bruins made it to the Final Four for the second year in a row but lost to Florida. Less than a week later Keating was on campus at SCU. Not just for a flurry of meetings, but to walk the paths and feel the presence of the place: who the people are, the sense of community—and, yes, family.

For weeks already SCU Director of Athletics and Recreation Dan Coonan had been doing his homework and had come to the conclusion that Keating was the right man at the right time. He has energy and integrity in spades, Coonan surmised, and he's shown himself to be a lights-out recruiter with a spotless compliance record. He's been apprenticed to Buzz Peterson at Tennessee, Tulsa, and Appalachian State, and he's assisted at Wake Forest and his alma mater, Seton Hall. Along the way, he's been pegged as one of

the nation's top 25 collegiate recruiters, top 10 assistant coaches, and has been lauded as the "most high tech" assistant coach in the nation. And don't forget twice being named best dressed assistant coach in the country. (See photo.)

Take good shots

"This is one of the greatest foundations in college basketball," Keating enthused about Santa Clara. "There's an illustrious history here that I'm proud to be a part of." Davey, who's an integral part of that history, has stepped into a new role to raise funds for SCU athletics.

At age 35, Keating becomes the youngest head coach in the WCC. He's assembled a cast of assistants who are all younger still—but who, collectively, have nearly a quarter century of experience in the conference. Sam Sculli returns for his 12th season on the SCU coaching staff, joined by Lamont Smith from

St. Mary's and Sam Scholl from the University of San Diego.

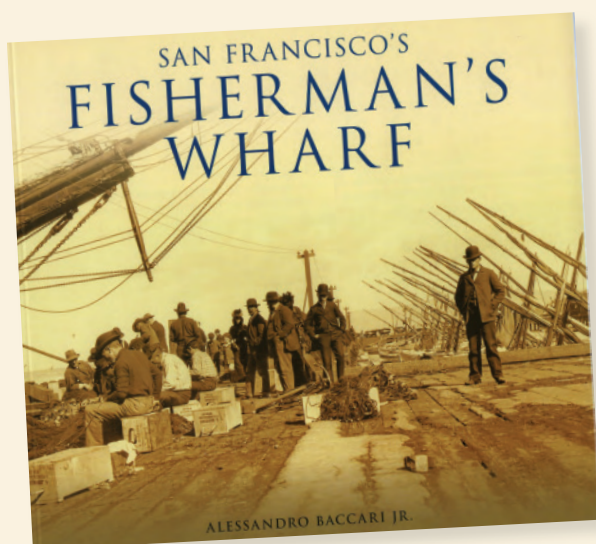
Keating cited the lessons he's learned from his mentors: keeping a sense of family and civility; attention to detail that's second to none; a physical style of play; and unequivocal commitment to defense. "I'm not going to tell our guys not to shoot," he said, "but I'm going to tell them to take good shots." He also promised some things that have never been tried before at Santa Clara.

At the same time, he said, "This isn't about me. This is about Santa Clara." He said it was about players, present and past. "And it's about our family." **SCU**

"There's an illustrious history here that I'm proud to be a part of."

On the Web **EXCLUSIVES**

Read more about Kerry Keating and the new coaching staff online. Visit this article at www.santaclaramagazine.com and follow the links.



Legends of the wharf

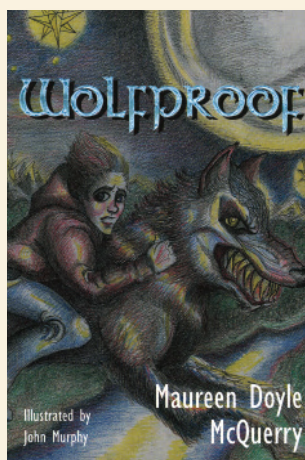
In a recent interview with the *San Francisco Chronicle*, Alessandro Baccari '49 shared this story from his childhood: "I once went out on a boat ride with one of the fishermen and told him my mother wanted me to wear a life jacket. He looked at me, grabbed his crucifix and said (in Italian), 'Jesus takes us out and Jesus takes us in.'"

There are endearing stories and photographs by the score in *San Francisco's Fisherman's Wharf* (Arcadia, 2006, \$24.95), an oversized love letter from a North Beach native to the larger-than-life fishermen and other folks as well. And the book tells a history of the wharf that few tourists know, reaching back to its early days, when it was known as Meigg's Wharf, and its role as the main port of entry into San Francisco.

Baccari is president of the Fisherman's Wharf Historical Society. As a photographer, he has had his work appear in books and museums throughout the world. He also served a stint as associate dean of the College of Business and associate director of the Center for the Study of Enterprise at San Francisco State University.

Summoning the wolves

It begins with a stray gust of wind blowing down the chimney—and it leads to a coming-of-age tale where Timothy James, Sarah, and Jessica battle an ancient one-eyed Evil with the help of a mysterious old woman and a magical wolf. Welcome to the world of *Wolfproof* (Idylls Press, 2006, \$24.95), a novel for young adult readers by Maureen Doyle McQuerry '78. It's her first work of fiction, though not her first book. In addition to working with gifted teens in eastern Washington state, she's the author of the classroom guide *Student Inquiry* and co-editor of *Nuclear Legacy*, which was jointly written by students in Ukraine and the United States.



From Trent to Vatican II

Vatican II marked a fundamental shift toward the modern Church, and many of the rules and practices established 400 years earlier at the Council of Trent were replaced.

Tracing the arc across the centuries between the councils is *Trent to Vatican II: Historical and Theological Investigations* (Oxford University Press, 2006, \$74 hardback, \$29.95 paperback). The volume is co-edited by Frederick J. Parrella, associate professor in religious studies at SCU, and Raymond F. Bulman, a scholar at St. John's University. The first comprehensive overview of the relationship between the two great councils, the collection should prove an invaluable resource for students and scholars of theology and ecclesiastical history, as well as for bishops, priests, and ministers.

Leadership and legacy

"Leadership books are a dime a dozen," wrote management guru Tom Peters. But two decades ago, Jim Kouzes, executive fellow at the Center for Innovation and Entrepreneurship at the Leavey School of Business, and Barry Posner, dean of the Leavey School of Business, teamed up to write one with staying power: *The Leadership Challenge*, one of the best-selling leadership books of all time. With that idea of staying power in mind, in *A Leader's Legacy* (Jossey-Bass, 2006, \$22.95), Kouzes and Posner pose some hard questions that leaders need to ask themselves if they're to have a lasting impact.

Essays are grouped into four categories: Significance, Relationships, Aspirations, and Courage. In each essay, the authors consider a thorny and often ambiguous issue with which today's leaders must grapple—such as how leaders serve and sacrifice; why leaders need loving critics; why leaders should want to be liked; why leaders can't take trust for granted; why it's not just the leader's vision; why failure is always an option; why it takes courage to "make a life;" how to liberate the leader in everyone; and, ultimately, how the legacy you leave is the life you lead.

A Space That Talks to Nature

BY MIRIAM SCHULMAN



Twenty teams from around the world are competing to design and build a sustainable house in the Department of Energy's Solar Decathlon. A team of Santa Clara students is working hard to win. And, while they're at it, save the planet.

When you hear the term "solar house," if you imagine a family of tree-huggers in an A-frame, bundled against the ambient cold and drying their laundry in the breeze, the Santa Clara University Solar Decathlon team is aiming to change your mental picture.

The whole idea behind the Department of Energy-sponsored decathlon is for university teams to vie in designing and building the most energy-efficient and attractive solar-powered home. The project, says Agustin Fonts, a junior and team leader for electrical engineering, shows that "having a solar home does not mean compromising."

Teams from all over the world submitted proposals to enter the decathlon, and SCU was one of only 20 selected to participate. They're competing alongside teams from Cornell, MIT, and Georgia Tech—as well as universities in Germany, Spain, and Canada. Of the U.S. universities, Santa Clara is the only one west of the Rockies.

In September, all the teams will truck their houses to the National Mall in Washington, D.C., where they will show their innovations to a projected 20,000 people touring the "solar village." The team hopes to convince more folks that "green" has become a pain-free way to live. The goal is to create from commercially available materials and technologies a house that is cost-effective, is comfortable,

Some of the shining SCU Solar Decathletes.

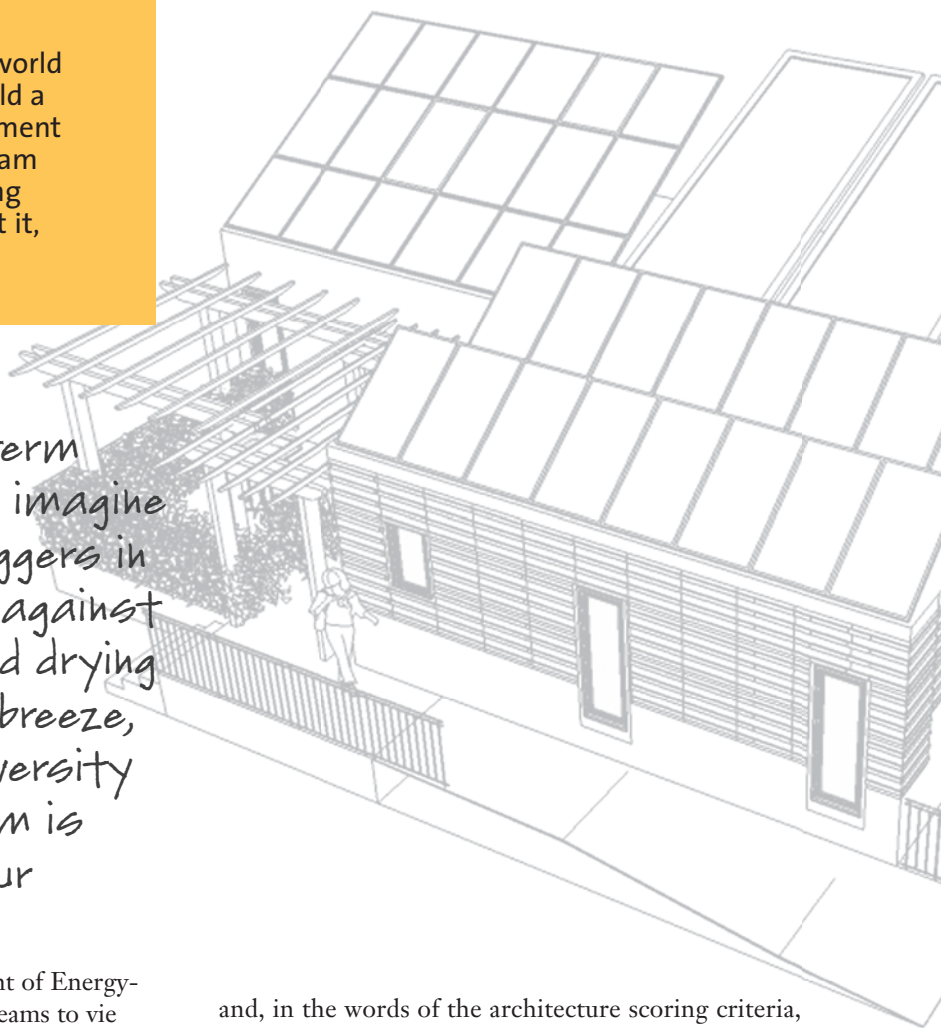
Top row from left: Alberto Fonts, Casey Kute, Nora Hendrickson, Frank Altamura, and Ray Lam. Kneeling is Meghan Mooney, and seated are Andrew Smith, Katherine Powell, and James Bickford.

and, in the words of the architecture scoring criteria, creates a sense of "delight."

As the students admit, the delight part was not easy to achieve. One of the few engineering-driven teams in the contest (many come out of architecture programs), Santa Clara leapt to the challenge of finding and creating environmentally friendly materials and converting the sun's energy into everything from air conditioning to auto power. But the team's early designs were, well, a little more concerned with function than with form.

The need to cart the house all the way to D.C. was also on the students' minds when they created the early plans. "The house is really big, and we have to transport it the farthest distance on land" of all the teams in the 2007 contest, explained junior Raymond Lam, one of the lead civil engineers on the project.

Fair enough. But, as sophomore Meghan Mooney, one of the team's communications coordinators, insists, "If we're making technological innovations, that may be fantastic, but if the general public doesn't like the house, then the innovations don't get beyond the Solar Decathlon." Or, as co-coordinator Katherine Powell, a sophomore communication and studio art major, puts it, "Nobody wants to live in a \$600,000 trailer home."





DESIGNING DELIGHT

Back to the drawing board, this time with the assistance of Gerardo Salvador Buendía Bonilla, an architecture student from SCU's sister school in El Salvador, Central American University. Buendía, who spent a month at Santa Clara helping with the plans, explains that his goal was to create "more movement" in the design, which the team accomplished by separating the house into two modules.

Buendía also found that he could play with the façade of the house by using a new kind of solar panel. Traditional panels (which SCU's design also employs) have to be set up at an angle to take advantage of the sun's rays. But the new product combines the solar panels with a kind of prism, which means they can be integrated into the exterior

walls, creating a more "daring" look.

The design's innovations are balanced by elements that draw on classic California architecture. "NanaWalls," folding glass doors in the living room, create easy access to a Western-style deck. A trellis in the garden echoes a typical design element at the Santa Clara campus, where the house will eventually return as a research laboratory and public information resource.

Gerardo Buendía, right, shows off designs to Trevor Mallo.



PHOTO: CHARLES BARRY

But architecture is only one of the 10 individual contests in the decathlon. Others include lighting, hot water, and appliances. In the latter category (in case you're still envisioning a bucket and a washboard), the team must power appliances to wash and dry 12 towels; cook and serve meals; clean dishes with a dishwasher; and operate a TV/video player and a computer.

Another contest focuses on marketability. For the SCU team, that's the province of Nora Hendrickson, junior mechanical engineering major. She keeps an eye on the bottom line as part of an effort to prove that sustainability can be economically viable.

Hendrickson likens building a solar house to buying a hybrid car. The initial cost may be higher, but the consumer makes back the investment through long-term savings. "It is projected that a consumer will see a 30 percent return on the initial investment in less than seven years," Hendrickson says. "Plus, with solar power, if consumers are constantly collecting and creating power but not using it to power components of their home, they can sell the power back to their electrical company and make a small profit that way."

THE ETHICS OF ARCHITECTURE

The Santa Clara students on the Solar Decathlon team not only believe that alternative energy will prove to be a good investment ("If I had capital right now, I would start a company with solar technology," Fonts says) but also that sustainability is an inherently good thing. "Sustainability is an ethical imperative," says James Bickford, project manager, and a junior mechanical engineering major. "The rights of future generations have to be considered. The way we're living now, we're on track to do something devastating to the environment."

Bickford has been studying the ethics of sustainability as the 2006-07 Environmental Ethics Fellow at the Markkula Center for Applied Ethics. His project is to document the ethical choices people confront when they build a house. How, for example, should they balance the short-term cost of "green" materials against the damage that more resource-intensive materials may do to the environment? How should they value the strictly monetary costs of traditional energy in a world with a finite supply of fossil fuels?

One thing Bickford has learned: "Ethics are really, in a sense, an early warning system of what we need to pay attention to." If the decision-making process includes ethical considerations, such as the common good, builders will pay attention to the long-term impact of their choices on the environment instead



Groundbreaking cheers: Ray Lam in red and Alex Hall in yellow.

On the Web EXCLUSIVES

Read more about the Department of Energy's Solar Decathlon and the work of the SCU team. Visit this article online at www.santaclaramagazine.com and follow the links.

of just short-term considerations like the front-end cost of sustainable products. "If we wait for the market to push us into alternative energy, we'll wait too long," Bickford says.

Jorge González, professor of mechanical engineering and one of the faculty architects of the project, thinks that the urgency of the environmental situation may finally be apparent to the general public. He is encouraged by the growing awareness of global warming. "Nature," he says, "is talking to us. Climate change is the most clear evidence of our extensive intrusion into the ecosystem."

The Solar Decathlon, in his view, provides students with the opportunity to join in that conversation, to create "a space that actually talks to nature." There is, no doubt, a spiritual aspect to González's comment, but he also means it in a very concrete way. He means light that comes from opening the blinds; he means cool air from the breeze; he means understanding the local climate and using native materials.

"In the ideal scenario, you can actually feel the impact" of the house on its setting, González says. "You can understand how sensitive the surrounding ecosystem is. You can see the ways in which the house modifies the landscape, how the balance of energy flows has been modified"

as we cut down trees to make room for dwellings or dump the "thermal pollution" created by our air conditioning systems into the atmosphere.

The more the house speaks in harmony with nature, González says, the better its inhabitants feel. He worked on the University of Puerto Rico's 2005 entry into the Solar Decathlon and reports, "We designed a space where we felt good inside—good because we were comfortable and good because we were making the best effort to connect the space with nature."

"IF WE WAIT FOR THE MARKET TO PUSH US INTO ALTERNATIVE ENERGY, WE'LL WAIT TOO LONG."

RAISED ON THE THREE R'S

The need to respect nature is a faith on which most of the SCU team members were raised. Ask why they became interested in the Solar Decathlon, and you're likely to get a story that goes back a ways. "My childhood chore was to take out the recycling and sort it," Powell says. Hendrickson helped to conceive of a hydrogen-powered car, whose only output product was water, with the help of her middle school sci-

ence teacher. "My goal is to someday build the design that I thought of in

the eighth grade," she says. Lam says the students themselves have noted their common sustainability background: "We all agree; since we were kids we were taught the three R's: reduce, reuse, and recycle."

Professor Tim Healy, one of the faculty advisors and a member of SCU's electrical engineering department for 40 years, has never seen a group like it. "I'm amazed at the awareness and enthusiasm for making a better world that these kids bring to the project."

It's an awareness the decathlon team hopes to pass down to the next generation. One of their projects is a Sustainability Decathlon for local high schools, an idea developed by Powell and Mooney. The two women have signed up four public and private institutions in a

competition to "green" their own campuses. In May, the high schools were judged by SCU faculty on categories including conservation, energy understanding, and, of course, outreach. After all, there are middle and elementary school students to start preparing for the 2020 team. **SCU**

—Miriam Schulman is the communications director for SCU's Markkula Center for Applied Ethics.



PHOTO: CHARLES BARRY

CARRY THAT WEIGHT

What's in an I-beam? Architects all over the world design houses that rest on them. Engineers test and refine them; builders use them in everything from simple bungalows to soaring cathedral ceilings.

But making I-beams out of the usual materials—wood, steel, aluminum—uses a significant amount of natural resources. Trees are cut down; metals are smelted at high temperatures.

When students and faculty at Santa Clara University began planning a house for the U.S. Department of Energy's Solar Decathlon, they were looking for a material to make I-beams that would be more sustainable.

That's when Mark Aschheim, associate professor of civil engineering, had an idea. He was involved in another University project in El Salvador, helping to rebuild housing after earthquakes ravaged that country in 2001. One of the problems he had confronted was the necessity of importing steel building products from Mexico, an expensive and not very energy-efficient proposition.

Because El Salvador has largely been deforested, wood was not an alternative. But the Salvadorans do grow bamboo. Aschheim knew that bamboo has

been used for centuries as a building material in Asia. Growing up in Singapore, he had seen unprocessed bamboo used as a weight-bearing member.

Working with engineering students, Aschheim determined that it was possible to laminate sheets of manufactured bamboo flooring and then to form a cross-section out of this material, which could be used as a beam.

Bamboo has many advantages for those who care about the environment. "You can harvest the shoots every three to five years. That's so much better than a tree, which takes 30 to 50 years to reach maturity," Aschheim says.

Last September, visitors to the *WIRED* magazine NextFest got a sneak peek at the bamboo I-beams. Held in New York City, the four-day exposition of innovation featured technologies and products that have the ability to change our world.

According to junior civil engineering major Raymond Lam, who has worked closely with Aschheim in testing and perfecting the beams, "Santa Clara is the first in the country to have bamboo qualified for structural support" in a house. The University has applied for a patent on the process.

Building a sustainable house, the decathlon team understands, is more than throwing a few solar panels up on the roof. Every material must be considered in terms of its energy efficiency—and that means more than just whether it conserves energy once it becomes part of the construction.

For example, the team was originally interested in using a particular external paneling that was environmentally friendly. One hitch: The paneling was produced in Europe. "When the team did further investigation into the matter," says project manager James Bickford, "we realized that the carbon cost to ship this material across the ocean and then to truck it to the University was much greater than the good made up by the clean material."

Bickford goes on to explain, "Every part of the house has a life cycle from the time it was a raw material, through processing, distribution, and then shipping and assembly. This life cycle produces waste all along the way, and while this may not be apparent at the end result, it is still a very important consideration in sustainable design."

—Miriam Schulman

Toting the bamboo I-beam are, from left, SCU engineering students Ray Lam, Meghan Mooney, Andrew Smith, and Katherine Powell.



PHOTO: CHARLES BARRY

EPITAPH FOR THE JOURNEY

Miles Davis cradling his gleaming
trumpet, three black jazzmen slouched
like hipster guardian angels there
behind him. Searing coals those eyes,

staring out from the photo at you.
The jagged blue-black tesserae
of Justinian's brow under the golden
dome of San Appollinare, unblinking there

these fifteen hundred years. Listen long
enough, and you can hear the arpeggios
their eyes attend to. Hart Crane, doomed
pilgrim that he was, surely must have heard

them. At least his poems report back
that he did, descending from the giant harp
he called the Bridge. And Lorca heard it too,
his dear dark lady, moonbright eyes facing

that blind unblinking firing squad. Father
Hopkins refused our four-bar player piano
measures, listening hard instead for the strain
of plainchant groaning off the stones

of Delphi, an ancient music off the Dead
Sea cells of Qumran monks, or later in Monte
Cassino's choir stalls, before it disappeared
into the vast indifferent Void. Others too,

they say, have heard it in the timeless
vortices of time. And now, if they have
anything at all to tell me, it is this:
my time, like yours, friend, is drawing

to a close, my one ear dead since birth,
the other closing down that much more
each month. Most go about their business
day by day. They keep their heads down

or simply learn to wait. Here and there
someone points or gestures there or here.
Unheard melodies, Keats called them, eyes
ablaze, then dimming as his body fell apart.

Once my own eyes blazed, but that was then. Too late,
someone else is singing. It's far too late. But the high
flung bells—if anyone can or cares to hear them—
keep choiring in the haunted rising wind.

—Paul Mariani

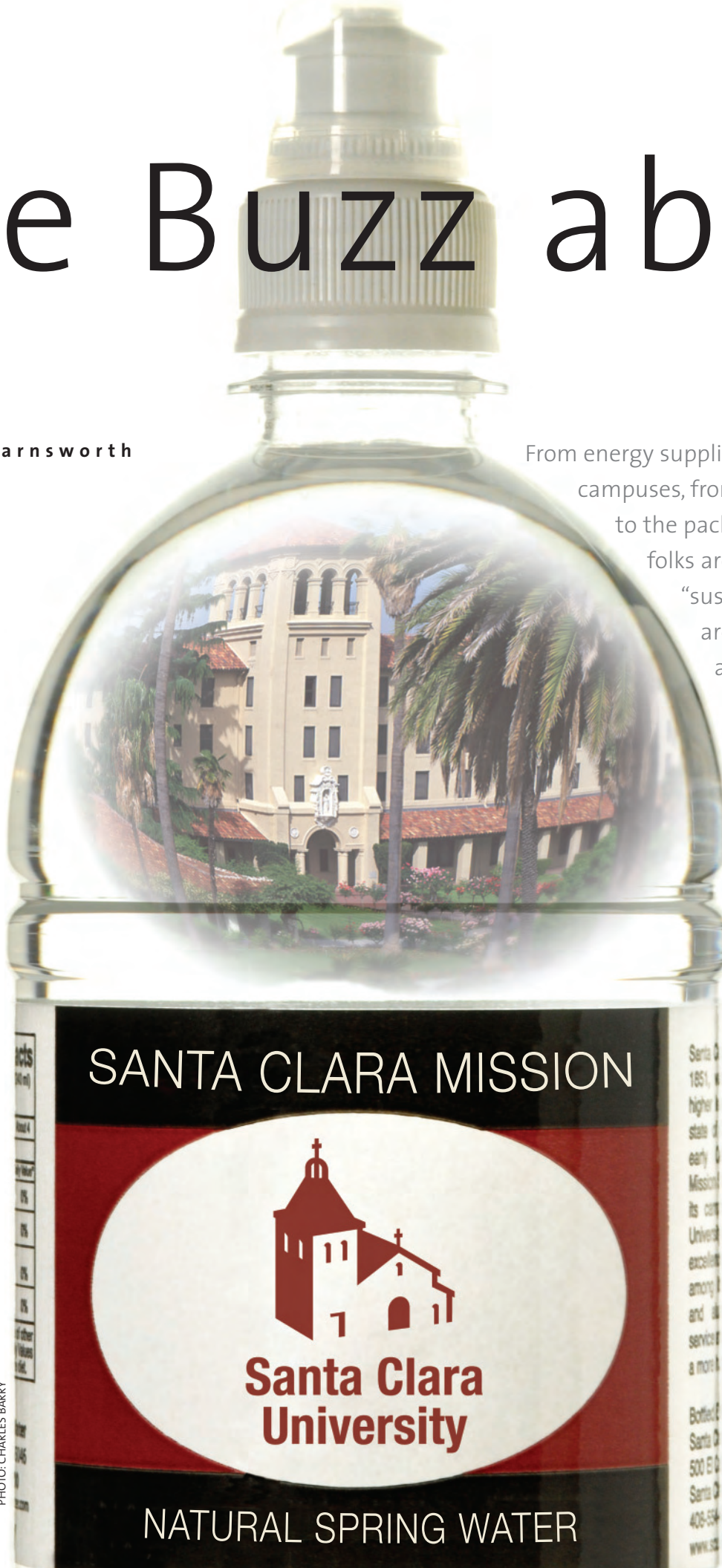
PAUL MARIANI'S MOST RECENT POETRY
COLLECTION IS *DEATHS & TRANSFIGURATIONS*.
HE IS UNIVERSITY PROFESSOR OF ENGLISH AT
BOSTON COLLEGE.

The Buzz about

By John S. Farnsworth

From energy suppliers to university campuses, from agriculture to the packing industry, folks are talking about “sustainability.” So what are they really talking about? And are they just talking the talk?

PHOTO: CHARLES BARRY



Sustainability

I wear sweater vests, I never split infinitives, I trim my beard close, and I read a poem at the beginning of every class. More to the point, as a member of the English faculty at a distinguished university, I distrust any word that had not been coined by the time my father—himself formerly a professor at a Jesuit university—completed his undergraduate studies.

So what am I doing as the faculty director of a Residential Learning Community (RLC) organized around the theme of “sustainability”?

In the past 18 months, the university that employs me hired its first sustainability coordinator, held its first Campus Sustainability Day, inaugurated a sustainability-across-the-curriculum program, has looked at ways in which sustainability might serve as a key theme for upper-division courses in the new Core Curriculum, and approved a Sustainable Living Research Project at the undergraduate level. Even this fine magazine has decided to dedicate this issue to the theme of sustainability.

My students would tell you that sustainability has buzz. And that’s a good thing, as I understand it.

When my RLC—they call themselves “Cypress”—began planning for our participation in Campus Sustainability Day, the first question, naturally, was what we should do.

I interrupted this proceeding with the insightful observation that, prior to asking what we should do, it might be appropriate to ask what we hope to accomplish.

There was a respectful, uncomfortable silence until a junior named Lacey Schauwecker cleared her throat and said, “I don’t think everybody knows what sustainability means.”

I asked whether she could propose a definition of sustainability, and without a blink she recited, “To care for the needs of the present without compromising the ability of future generations to care for their own needs.”

By general acclamation it was decided that Lacey should become our Sustainability Day liaison, and the leadership team further decided that our goal for the day would be to acquaint the student body with Lacey’s definition. *The entire student body.* And so it came to pass that we purchased organic, earth-tone, fair-trade T-shirts for the entire RLC upon the chests of which Lacey’s definition was printed in non-toxic ink.

The more cynical among my readers might observe that our quest to educate the University community was typically American: We’d decided to accomplish an

objective via the purchase of a commodity. In other words, we’d decided to consume. But despite such cynical observations I must assert that the T-shirts were cool. So cool that when the dean of the College of Arts and Sciences saw me wearing mine on Sustainability Day, he inquired whether he might purchase one.

How cool is that?

When I was in college, it was generally believed that those of us who weren’t destined to be killed in Vietnam would die horrible, protracted deaths at the hands of radiation poisoning. Present-day collegians agonize about decreasing biodiversity, deforestation, habitat loss, desertification, topsoil degradation, greenhouse gases,

the ozone hole, and, of course, global warming.

Whereas the Woodstock-era fears generated by the Cold War were never to come to fruition, the iPod-era fears generated by the looming ecocrisis might not be avoidable.

Whereas the Woodstock-era fears generated by the Cold War were never to come to fruition, the iPod-era fears generated by the looming ecocrisis might not be avoidable.





The Buzz about Sustainability

My own worry is that people out there in the “real” world feel that sooner or later we here in academia will come up with a solution to the ecocrisis. But here’s the problem: For the greater part of the past decade, the academic community has been trying to convince the real world that what we’re seeing in our crystal balls is frightening. Now, finally, you believe, and at last you’re asking what can be done.

Oops.

The problem here is that we don’t really know which activities are truly sustainable because questions of sustainability are always a matter of scale. It’s probably a large enough planet to indefinitely sustain a few dozen families who only want to drive sport utility vehicles to church on Sundays. If, however, 6 billion people decide to drive SUVs to work five days per week beginning next September, our atmosphere won’t be able to sustain air-breathing life forms for more than another decade. If, alternately, everyone in the United States began to drive a vehicle that got 40 mpg, 34 million tons of carbon dioxide would be removed from the atmosphere every year compared to current rates of pollution. The planet’s carrying capacity, in terms of human population, is always a function of the activities in which the population engages.

Using Lacey’s definition of sustainability, we can conclude that our planet might well be able to sustain a population of 6 billion humans living an agrarian lifestyle in a pre-industrial mode where petroleum products are not consumed. Add in the sort of technology that produces greenhouse gases, and the planet might only be able to sustain a population of 3 billion people for more than a century or two. Three billion is pretty much where we stood the day my father was born.

Here’s why I’m wringing my chalk-covered hands: My grandfather was part of the first generation in all of human history to live during a time when the world population doubled during its lifespan. Thanks to the post-war baby boom—which I would be hard-pressed to complain about since I was born at the boom’s loudest moment—the global population doubled during my father’s lifetime as well. Although the rate of

population growth has slowed considerably during my own years on this planet, if I live as long as I’d prefer to live, the tally could easily reach 9 billion people before I’ve breathed my final breath. (This is based on the medium-level predictions by the United Nations Department of Economic and Social Affairs, Population Division.) While there’s near-consensus that this sort of growth is not sustainable, we’re beginning to realize that this level of population will not be sustainable either, not in the ecological long run.

Even if population levels were to stabilize tomorrow, which won’t happen with anything even near the current birth rates simply because humanity has developed a knack for living longer, we’d still face a planetary sustainability problem because of the growing level of affluence throughout the world community. China and India, two enormous population centers, are growing in affluence at a tremendous rate. What happens when the Chinese populace decides to trade in their bicycles for SUVs?

Ecocrisis.

Lest you consider me an alarmist, consider the fact that in India, China, and the United States, there are currently plans to build another 850 coal-fired power plants, which by 2012 will pump another

2.7 billion tons of carbon dioxide into the atmosphere each year. (Not to mention significant amounts of sulfur dioxide and nitrogen oxide as well.)

The American dream was a marvelous preoccupation as long as it only infected Americans. For better or worse, the dream was exported beyond the shores of our continent, and the moment globalization set in, the dream transmogrified into a nightmare. Once the desire for increased affluence became the driving force in the world economy, the environment stood to pay the price. When everybody wants a yacht, and every yacht has to have teak or mahogany paneling, the rainforests are in danger because the technology is readily available to harvest the timber. A hundred years ago, when there were only a couple billion people on this planet, when teak had to be felled with hand tools and when only the wealthy few could afford yachts, yachting might have been a sustainable practice. Today, with more than 6 billion people wanting the good life,

If 6 billion people decide to drive SUVs to work five days per week beginning next September, our atmosphere won’t be able to sustain air-breathing life forms for more than another decade.





The Yuck Factor

when the profit from a single tree more than covers the price of a chainsaw, and when even college professors can afford to own yachts thanks to the availability of boat mortgages at low interest rates, yachting becomes problematic.

The simple formula to figure this all out was proposed by Stanford professor Paul Ehrlich:

$$\text{environmental impact} = \text{population} \times \text{affluence} \times \text{technology}$$

Those of us who study Ehrlich's calculus call it the IPAT formula, and it makes us a bit twitchy. Consider the fact that 12 million internal combustion boat engines were manufactured in or imported into this country last year for purposes of recreational boating. Now try to visualize, for a moment, the amount of metal and other raw materials that goes into the manufacture of 12 million engines each year. Imagine further, if you will, the amount of energy it takes to manufacture and transport these engines. Now try to estimate how much carbon these engines will spew into the atmosphere during their lifetimes. Now before you close your eyes and attempt to sleep, consider the fact that an equal number of engines will be introduced into our national ecosphere next year, and the following year, and the year after that, and....Yikes.

And this is small potatoes compared to the billions of metric tons of carbon being dumped into the atmosphere by automobiles or coal-fired power plants.

Yet there is reason for hope; in many ways we've finally turned the corner on public awareness of such concerns as climate change. I wish I could attribute this emergent grasp of the issues to my colleagues in the classroom, but Al Gore's Oscar-winning film seems to have done most of the heavy lifting. Regardless, I'm reading more encouraging news in the papers each day. For example, Wall Street finally seems to have recognized that global warming might be bad for business. The pending TXU Corp. buyout, which at \$44 billion will be the biggest corporate buyout in history, would scrap construction of eight of 11 planned coal-fired plants. The company's coal-fired power plants currently dump 55 million tons of carbon into the atmosphere each year; the new plants would have more than doubled that. And it's not only

Mold, methane, and enteric fermentation. Rates of decomposition. And a lot of pictures of dead things. It's not "CSI." It's the Joy of Garbage.

Going far beyond "why recycling is good," the Joy of Garbage is a course taught

by instructor Virginia Matzek that covers the science and consequences of what humans consume and discard. Students focus on two types of waste: items that rot, decompose, and break down; and items that do not.

Matzek is director of campus and community programs for the Environmental Studies Institute, which integrates natural and social sciences with the University's core values to promote sustainability. For the Joy of Garbage, Matzek takes advantage of what she calls the "high 'yuck' factor." Students get up close and personal with the conceptual side of the course through field trips to local environmental service destinations like landfills, sewage treatment plants, and electronic waste recycling facilities.

"It's a very mundane act, to throw something away," Matzek says. "Hardly anybody knows where it goes. Many of the students have never given it the slightest thought." Others might be poorly informed or confused about environmental issues, lacking a scientific background and comprehensive sources of information.

In addition to the technical aspects of decomposition and waste processes, the class explores social justice issues that come out of environmental matters: that landfills and recycling centers are frequently located in poorer neighborhoods; or that American Indian tribes, as sovereign nations, can store nuclear waste for the U.S. government. In one early class project, students must locate the landfills or recycling centers in their own hometowns, then compare the results with neighborhood census data.

Then there are the larger issues tied to recycling—financial and environmental costs of collection, sorting, processing, and production—that make even the feel-good act of recycling a more complicated issue.

—Sarah Stanek



The Buzz about Sustainability

Wall Street getting into the act; while the feds might not be leading the way, sustainability has increasingly become a regional concern, with a consortium of five western states, including California, agreeing to develop a target for reducing greenhouse gas emissions. Nine eastern states have already joined forces to try to limit greenhouse gas emissions by power plants.

My students, I'm happy to report, are even beginning to get the message about recycling. A few of them engaged in a dumpster-diving project—they called it a “trash audit”—in order to monitor the number of recyclable beverage containers being thrown into the trash from the residence halls. The project took longer than they'd anticipated, and in order to continue with their research they were forced to show up in my class without having changed clothing. It was all in good fun, but the pervasive stench of the researchers was not nearly as offensive as their discovery that our resident student body was throwing away more than 2,000 recyclable bottles per day.

This becomes a matter of scale. If we extrapolate from our own semi-enlightened stu-

dent body to the total resident population of American colleges and universities, we can estimate that more than 4 million bottles are being dumped into the dormitory dumpsters of American colleges *every day*. That's just the dormitory residents, folks; this statistic doesn't include the students living off-campus, their siblings, the faculty, those serving in the armed services, undocumented workers, people living on pensions, or the alumni for whom this article was composed.

The budding environmentalists who put up with my lectures are fabulous, a strange mix of poets, environmental studies majors, unaffiliated tree-huggers, and the occasional confused individual who signed up for my course because she didn't know it was going to deal with sustainability. These scholars, by the end of any given quarter, begin to grasp the scope of the problem facing humanity, the problem of scale. If we're only talking about 2,000 trashed bottles per day, the ecosystem can certainly handle it. Even 4 million bottles per day is probably not going to make a difference in the long run. But here in America we're almost at the point where we're disposing of one ton of “waste” products per person per year, and that only counts the products making it into landfills. Even that could be sustainable, on a continent this large, were it not for the fact that more than 300 million of us, currently, call ourselves Americans.

It's not about trash, ultimately, or about recycling. It's about consumption. It's about how much “stuff” it takes to make us happy, and about the energy consumed in bringing that stuff to us.

Take a tomato, for instance. In my great-grandfather's day, a tomato was something delightful you consumed between mid-summer and the first frost, but only if you'd been diligent enough to plant this commodity in your garden the previous spring. In my grandfather's day, mason jars were available at the local hardware store in which to preserve surplus tomatoes, which meant you could enjoy a mushy version of a tomato during the winter months. If Grandpop ever worried about the amount of energy required by the canning process, it was only because he had to chop the wood to produce that energy in Grandmom's stove.

Today we can purchase fresh tomatoes year round because they're grown in hothouses in Mexico prior to being transported by jet and/or refrigerated truck to your local supermarket. The energy-per-tomato debt is enormous, but we've become so affluent that we don't notice the pinch, even in the face of escalating energy prices.

The Penstemon Project

The mission: promote sustainability across the curriculum. **The method:** bringing on board faculty from disciplines as diverse as business and mathematics, civil engineering and religious studies—not to mention biology. Meet the Penstemon Project.

The project kicks off this June, with five Santa Clara faculty members from the Environmental Studies Institute (ESI) and other departments helping to conduct two days of workshops for 20 SCU faculty interested in developing new courses, revising current courses, or incorporating issues related to sustainability.

The trainers leading the way at SCU are Sherry Booth, senior lecturer in English and co-director of the Cypress RLC; John Farnsworth, lecturer in English and ESI and co-director of Cypress; Dennis Gordon, professor of political science and executive director of international programs at SCU; Leslie Gray, associate professor of political science and ESI—and fresh off a Fulbright in Burkina Faso; and Virginia Matzek, director of campus and community programs for ESI.

The Penstemon Project—which takes its name from a wildflower—is an outgrowth of similar projects around the nation under the aegis of the Association for the Advancement of Sustainability in Higher Education.



In this modern age we don't tend to think it's all that spectacular to eat a fresh tomato in February. Indeed, we might consider the salad we construct with fresh February produce to be a healthy, natural treat. I suspect, however, that within the lifetime of my current students they're going to have to start making tough decisions about such things as February tomatoes, desert golf courses, internal combustion engines, coal-fired power plants, and maybe even magazines such as the one you currently hold in your hands.

In October 2005, researchers at Vanderbilt University announced a discovery that just might lead to a light bulb that could reduce world-wide electrical consumption by 50 percent. Right now, students at Santa Clara are competing with 19 other universities in a Solar Decathlon to pioneer new ways of exploiting renewable energy resources. This past quarter, my own students wrote articles for publication on a range of topics from how to make the Olympics more sustainable to why rifle ranges should switch to "green bullets."

But there's a dark side as well. As I write this, up here in my penthouse office on the 11th floor of Swig Hall, someone a few floors down just threw away a plastic bottle in which he'd purchased, of all things, water.

What we're trying to do at Santa Clara is develop a culture of sustainability. We're becoming convinced that the educated person of the past, who would never split an infinitive, must evolve into the educated person of the future, who will never toss a "used" water bottle into the trash. At the risk of sounding harsh, only an ignorant person would do such a thing here in academia in the year 2007, and it's time our students learn this lesson.

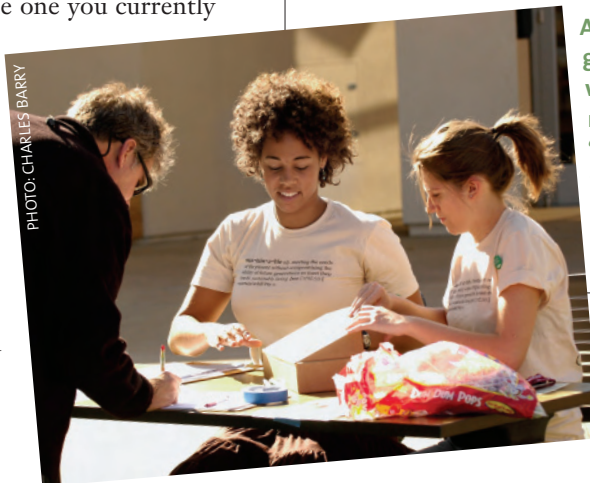
My students are still trying to figure out what a culture of sustainability will look like, but I can tell you a few things already. To begin with, you won't just discuss issues of sustainability in classes offered through the Environmental Studies Institute. You'll discuss relevant concerns in economics classes, in physics and chemistry, in mechanical engineering, in anthropology and political science and business and in the fine arts—and yes, even in English. More to the point, in the modern university, a culture of sustainability will necessarily be an interdisciplinary culture; our planetary ecosystem can no longer afford the luxury of academicians who are so specialized they can only be understood by colleagues in their own disciplines.

Sustainable RLC Life


Fall quarter 2007 will see the launch of the Sustainable Living Undergraduate Research Project (SLURP). Directed by John Farnsworth, the SLURP will involve undergraduates working for credit on yearlong research projects designed not only to probe but also to create sustainable culture. Students will work collaboratively from within their own specialties, everything from marketing to engineering, attempting to form an interdisciplinary team that itself models what a sustainable on-campus residential community might look like.

At the same time, the Cypress RLC gets a new name as it joins forces with the Delphi RLC: Residents of the newly-christened Cyphi will stake out "sustainability and the arts" as their turf, with creativity and a love for the environment a part of the merger.

Sign the sustainability pledge: At the table, students Rachelle Stow, left, and Liza Dadiomov.



While there's not yet consensus on this, I'm personally convinced that a culture of sustainability will necessarily be a culture in which spirituality is integral. America has evolved into a society where overconsumption is the norm. During my lifetime, the average size of stand-alone homes being built in this country has more than doubled while homelessness has increased dramatically. The gap between overconsumers and underconsumers is now greater than it has been at any time in the history of our nation. The ecocrisis is not just a matter of greenhouse gases, toxic waste, and endangered species; it's a crisis of spirituality where entire populations measure their self-worth in terms of their own consumption patterns.

If my students are encouraged to consider themselves to be better than their global peers because they grew up in larger homes, or because they drive cars with more powerful engines, or because they wear a certain kind of blue jean that's far more expensive than some other form of native garb, then we've lost any hope of achieving environmental sustainability. Ultimately, the easy part will be teaching that fellow on the seventh floor that it's better to utilize a reusable water bottle than to trash a recyclable one. The hard part will be teaching him that the key to our collective planetary happiness will be to reduce his levels of consumption. 

— John S. Farnsworth is a specialist in environmental writing and serves as a lecturer in both the Department of English and the Environmental Studies Institute.



The green tax shift

The economics
of sustainability

FRED E. FOLDVARY

Milton Friedman famously said that there is no such thing as a free lunch. But when it comes to pollution, we're still not asking those responsible to pick up their own tab. Instead, we could promote sustainable economies by reducing climate-changing pollution with minimal economic cost—and, indeed, even with an economic gain. How? A “green tax shift.”

Simply put, a green tax is a levy on pollution. It goes further than a carbon tax to levy a charge on all harmful emissions in proportion to the damage they cause, ideally making polluters pay for the full social cost of their emissions.

The green tax shift replaces taxes on income and goods with taxes on pollution. Such environmental taxes are already levied in Germany, the Netherlands, and France for discharges into rivers and lakes, and they have greatly reduced water pollution even amidst the large chemical industry of western Germany. In the United States, a few states have very limited emissions levies.

Some economists and policy makers have claimed that the cost of investing in emission-reducing technology and production methods needs to discount the effect on future generations, since wealth today is worth more to us than wealth in the future. Others dispute such discounting as not valid, saying we have no moral right to declare future lives as less valuable than present-day lives. The green tax shift would make the question of social discounting moot, as pollution charges would reduce present-day emissions and benefit those living today as well as those living in the future.

Unfortunately, recent reports and legislation addressing global warming have not focused on pollution charges. Instead, they promote methods that would impose large costs on society and therefore prevent a swift shift to policies that would create environmentally sustainable economies.

Regulation is not the answer

The Stern Review of the Economics of Climate Change predicts economic damage of up to 20 percent of global income and proposes emissions trading as a key remedy, as well as reducing the destruction of



On the Web

What do you think? Is a green tax shift the answer? Join a discussion online at www.santaclaramagazine.com.



forests. The Intergovernmental Panel on Climate Change, established by the World Meteorological Organization and the United Nations Environment Program, proposes regulations, emissions trading, and environmental taxes. And in September 2006, California Governor Schwarzenegger signed legislation (AB 32) to reduce the state's greenhouse gas emissions, implementing a combination of increasing regulations (mandatory emissions caps) and emissions trading.

Both restrictive regulations and emission permits impose costs on enterprise. Regulations impose a uniform cost on production that disregards individual costs and benefits. For example, regulations requiring gasoline additives make gasoline more expensive and can have bad unintended consequences, such as the contamination of groundwater by the MTBE added to gasoline in California. Caps on emissions can create large costs on some producers, which becomes multiplied into a larger social cost of unemployment as industries shut down or move away.

Tradable permits, implemented by several states, are more efficient than regulations. The European Union Emission Trading Scheme, initiated in 2005, operates in 25 EU member countries. With a fixed number of permits, any increase in pollution requires a firm to buy permits from firms holding them, but that creates higher costs for the buyers and windfall profits for the firms holding permits, with no gain to society from those profits. Moreover, the government would have to buy back permits if the market price of permits is not high enough to reduce pollution to the desired level.

In contrast, a revenue-neutral green tax shift would create net benefits to industry. Current taxes on wages, profits, and the sale of goods have a "deadweight loss," a waste of resources caused by the added costs, which reduces sales, output, and investment. The reduction

in output from the emissions taxes is offset by the increase in output from eliminating taxes on income and sales. A complete green tax shift goes even further to shift taxation also to land values, which enables an even greater or complete elimination of taxes with excess burdens, since a land tax has no deadweight loss, land being a natural resource that does not shrink, hide, or flee when taxed.

Time to pay the piper

Environmentalists are promoting benevolent efforts such as a sustainability pledge to reduce the use of electricity, gasoline, and meat. The intention is praiseworthy, and these endeavors help educate people. Voluntary efforts to save energy, eat organic food, and waste less paper are nice, too. But the total effects of such programs are likely to be small compared to the global problem, and there seems to be very little attention to the policy changes needed to confront the issue on a global scale.

Some groups, such as the Sierra Club, focus on excessive consumption as the problem. But if resources were properly priced to include the pollution costs, as producers passed on the pollution charge to their customers, consumption as such would not be a social problem. The problem today is that producers and consumers like car drivers do not pay for the environmental social costs of their activity.

In a truly free market, government neither penalizes nor subsidizes production and consumption. If polluters do not compensate society for the damage they cause, they are in effect subsidized. A pollution charge prevents this subsidy. The green tax shift is therefore ethically right and good for the economy as well as the environment. **SCU**

—Fred E. Foldvary is associate director of the Civil Society Institute and a lecturer in economics at SCU.



PHOTO: CHARLES BARRY

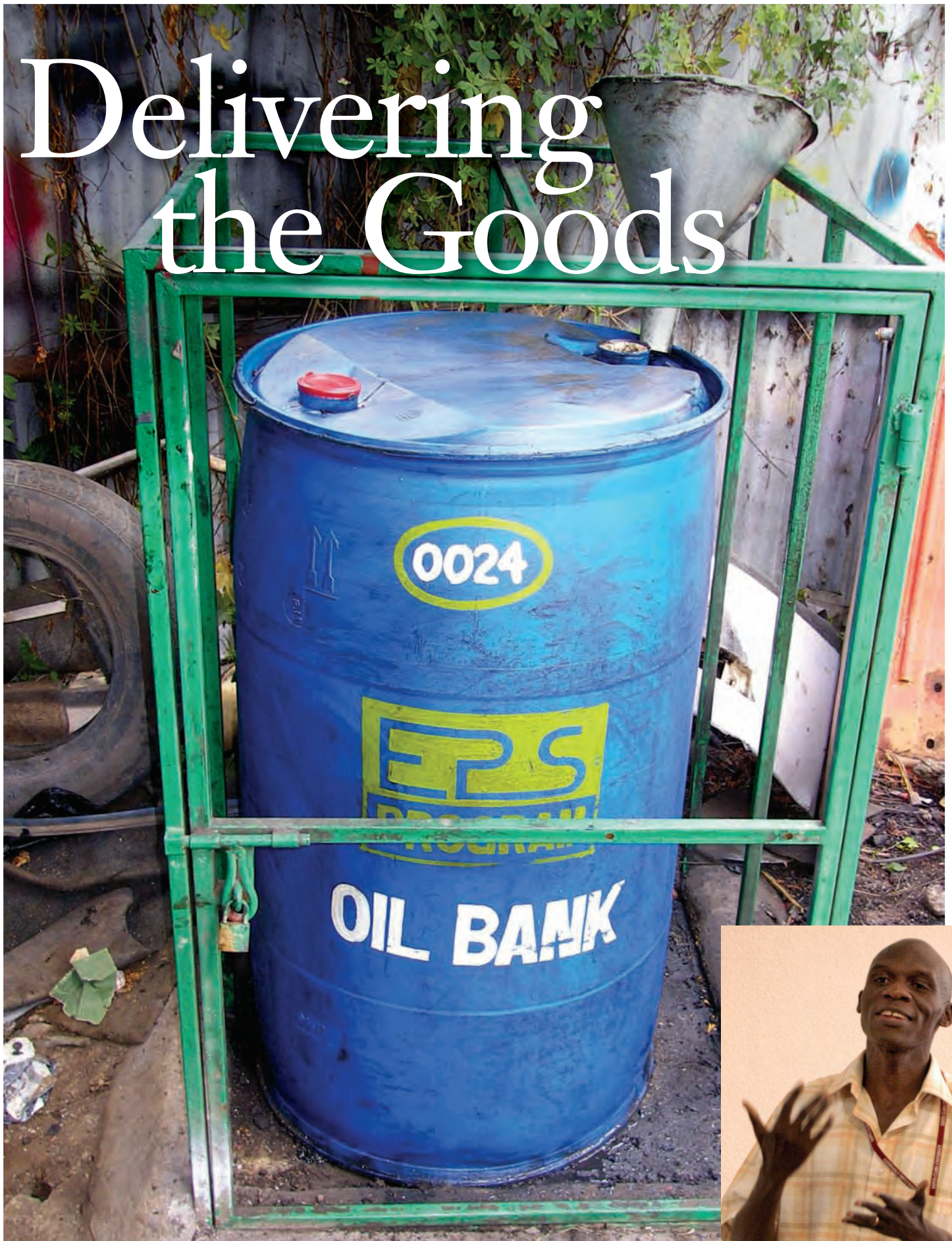


PHOTO: CHARLES BARRY

BY DASHKA SLATER

On a sunny afternoon in Silicon Valley, Jeff Miller '73, MBA '76 and Tim Haley '81, venture capitalists from the influential firm Redpoint Ventures, sit listening to two Kenyan entrepreneurs present business plans for enterprises that are guaranteed to make nobody rich. One of the entrepreneurs, Collins Apuoyo of Enterprise Professional Services (EPS), talks about a business that pays slum-dwellers to collect used motor oil that would otherwise be dumped into the Mukuru-Ngong River. The other entrepreneur, Liza Kimbo of the Sustainable Healthcare Foundation (SHF), talks about how she uses a franchise model to distribute quality generic drugs that can cure or prevent illnesses like malaria, diarrhea, worms, and respiratory infections. Malaria alone kills 34,000 Kenyan children each year, shocking but not surprising in a country where 35 percent of the population has limited access to health care. "Today, in Kenya, 500 children have died because of the lack of access to simple medicine that costs less than a cup of coffee," Kimbo tells the venture capitalists. "Today we have 476,000 clients served at a cost of \$1.27 per client. In five years, we will serve 2 million clients at a cost of just 22 cents."

It is not the kind of pitch Miller and Haley hear on an average work day. "Here in the Valley, our business is making money—investing in businesses that return money to our investors," explains Haley, a onetime philosophy major at Santa Clara University whose company has backed businesses like TiVo, Netflix, and MySpace. "We don't do anything from a professional point of view that's based on social benefit."

And yet, as they listen to Kimbo and Apuoyo make

their presentations, the VCs are riveted. They have spent the past two weeks working intensively with Kimbo and Apuoyo as they refined their business plans and honed their pitches, subjecting them to the same rigorous scrutiny they would give an Internet start-up with a billion-dollar idea.

"They are running real businesses, but their context is doing stuff that's good for the environment and good for people," Haley observes. "It's pretty interesting, to work with people who are making the same personal sacrifices as the people here in the Valley who are doing it for profit. Both of these people," he says, "could go into the private sector and do quite well financially. But both of them are interested in making the world a better place."

BATTLING FILTH AND THE BLACK MARKET

Apuoyo works with urban slum-dwellers. There are 1.8 million of them in Nairobi, and they live without any kind of basic services or sanitation. The BBC describes a typical Nairobi slum as "600 acres of mud and filth, with a brown stream dribbling through the middle."

Kimbo works with the rural poor, in places that are so remote that it is a challenge just to reach them. "If you're driving into the rural community, first of all you're driving on a bad road. And I warn you, if it's raining, you are going to get stuck," Kimbo says. "These are subsistence farmers. Every shilling they have is very precious. Because it's so precious, they will wait to fall sick and then come in to be cured. And if a child is sick, a mother has to spend all day getting help." Even after walking all day to reach a government clinic, patients often find it is out of medicine.

Most private pharmacies sell expensive, branded medicines, while the black market is saturated with counterfeits.

Under normal circumstances, high-stakes players like Haley and Miller would never cross paths with entrepreneurs like Apuoyo and Kimbo, who tally their successes in terms of numbers of lives improved rather than quarterly earnings. The four

Collins Apuoyo, left, and Liza Kimbo.



PHOTO: COURTESY EPS

The Mukuru-Ngong River is a primary source of water for slum-dwellers in Nairobi. It is so polluted, Collins Apuoyo says, that "nobody sane would touch it."

One Kenyan entrepreneur wants to recycle oil instead of seeing it poured into rivers. Another wants to save lives by providing to the rural poor generic drugs that cost just pennies. With help from a pair of mentors at Santa Clara's Global Social Benefit Incubator, they're delivering the goods—and the good.



PHOTO: CHARLES BARRY



CFWshops

Child & Family Wellness Shops

Through pharmacy franchises, the Sustainable Healthcare Foundation is getting quality generic drugs to the poor people who need them most.

came together through the Global Social Benefit Incubator (GSBI), a two-week entrepreneurial boot camp sponsored by SCU's Center for Science, Technology, and Society and the Leavey School of Business. The GSBI was founded in 2003, and last year the program paired 20 innovators whose products serve the common good with mentors from some of the Valley's most influential companies, including Intel, Adobe, and Sun Microsystems. The entrepreneurs, winnowed from roughly 100

applicants, spend 13 grueling days in lectures, workshops, and one-on-one sessions, during which time they learn how to scale their businesses while being interrogated, instructed, and encouraged by their mentors.

"We dissect their business plans," explains Miller. An SCU engineering graduate and the former CEO of Documentum software, Miller now spends much of his time at Redpoint mentoring young CEOs. And he brings the same scrutiny to bear on plans by Apuoyo and Kimbo, his GSBI mentees, as he does on execs managing for-profit companies.

"At first I thought they were too brutal," admits Apuoyo, as he describes the experience of being mentored by Miller and Haley. "They didn't seem to be keen on the social aspect of my work. But the more I talked to them, the more I realized: Maybe if I want my project to help the poor, I have to make it sustainable. They challenged me to imagine myself in the private sector. And that might have been the side of me that was the weakest link."

"Today, in Kenya, 500 children have died," says Kimbo, "because of the lack of access to simple medicine that costs less than a cup of coffee."

ROADSIDE EPIPHANY

Like his mentors, Apuoyo has a quality of barely-contained energy, like a parked race car revving in neutral, ready to leap into gear. He grew up in a village in western Kenya and has spent most of his adult life working in the development field. Five years ago, while having the oil in his car changed by one of Nairobi's many roadside garages, he began wondering if there was something to be done with the used oil, which is typically thrown on the ground or directly into the Mukuru-Ngong River that flows through Nairobi and is a primary water source for slum-dwellers. Of the 13 million liters of used oil generated in Kenya each year, only 2 million liters are accounted for. "Which means that 11 million liters of oil disappears into the environment," Apuoyo explains. The result is obvious to anyone who works—

as Apuoyo does—alongside the Mukuru-Ngong River. "The river is completely polluted," he says. "It is smelly, unsightly—nobody sane would touch it."

In its first 11 months, EPS collected 81,000 liters of used oil that would otherwise have disappeared into the environment. The oil is then treated and sold as fuel to power companies, sugar millers, and steel manufacturers. The trick now is to make the venture self-sustaining.

"Collins is a wonderful concept guy," Miller observes. "He had relatively little experience on the financial side. One of the key lessons for Collins was having him go in with us and build a financial model and use it as a learning tool to see exactly when or by what time he had to make certain choices."

Through the modeling process, Apuoyo was able to project when he would have enough volume to move from selling the recycled oil as fuel for scrap metal smelters and zinc oxide manufacturers to re-refining it so that it can be used as feedstock for manufacturers of lubricant oils. The

first process is inexpensive to set up but has a low gross margin; the second requires a higher initial investment but could provide enough income to make his business profitable. "We see ourselves breaking even somewhere in 2012," Apuoyo says, "and from there on we'll be moving toward sustainability."

"If he can do that," Miller says excitedly, "then he can sell it, give it, or transfer it to small business people in Kenya, and promote their livelihood, while cleaning up the rivers in Kenya. It's win-win-win—a triple bottom-line profit."

A BLACK BELT IN EXCEL

The Sustainable Healthcare Foundation ensures that quality generic drugs for treating common diseases like malaria, tuberculosis, and dysentery reach the rural poor by using the model of a McDonald's: Start-up costs for the pharmacy franchises are low, and quality is carefully controlled. Health-care workers can assure themselves a modest living by opening a franchise and using it to dispense both medicines and medical advice. Kimbo is very comfortable working with numbers; before becoming the CEO of SHF, she worked in banking and the pharmaceutical industry. Miller describes her as "an eighth degree black belt in Excel."

"She had this incredibly sophisticated financial model," Miller recalls. "What she needed help with was thinking outside the box on her franchise model." Out of their discussions came the idea of having the central organization own some of its clinics and use them as a place to develop best practices that could be spread to the franchisees. "There's a good idea—there's a real *leveragable* idea," Miller says. "When you help somebody like that come up with an idea that fundamentally could change the success quotient of their business, and their business is so fundamentally altruistic, it makes you feel good when you go home at night."

Kimbo felt good about the collaboration as well. "I've had to justify and rework my plan," she says, "and then these absolutely brilliant guys looked at my business plan and they said, 'If you can deliver drugs to 2 million people and it only costs 22 cents a person, I'm sold.' For me, that was the a-ha moment."

Since Kimbo returned to Kenya from the GSBI, the SHF model has been featured in *Fast Company* magazine, *Harvard Business Review*, and in an article titled "What Works in Africa" in the American Enterprise Institute's online journal *American.com*.

KENYA'S LESSONS FOR THE VALLEY

Both Haley and Miller say that they learned as much from the experience as Apuoyo and Kimbo did. "They learned from us about the rigors and excruciating detail we go through in analyzing new business ventures, and we learned from them the unique factors they confront in running a social benefit venture," Haley says. "Silicon Valley is a relatively homogenous, insular environment. It's the rarefied air of the technology industry, and rarely do you

have the opportunity to look outside. This was an opportunity to look at a social-benefit entrepreneur in Kenya. When I compare them to the entrepreneurs in Silicon Valley, I come away very impressed with their fortitude—they have to be extraordinarily dedicated to pull together these enterprises with the limited resources they have."

The collaboration isn't over. It has continued by e-mail and phone as the entrepreneurs face the everyday tribulations of growing their businesses. In the months since summer 2006, Kimbo has been

grappling with governance issues and working to build the right management structure for SHF. And Apuoyo's business has gone from collecting 17,000 liters of used oil each month to collecting 26,400 liters. But he also lost a major buyer of his recycled oil, which has forced him to think about transitioning into the business of refining it into lube oil feedstock faster than he'd planned.

"They play a challenge role—challenging me to think more creatively," Apuoyo says of his mentors. "Also they are like buddies I can talk to and bounce my ideas about the project."

That, says Haley, is the key. "The CEO position is very lonely," he explains. "You don't have anyone to talk to as freely as you might want. And so a little bit of discussion or reflection or grappling with tough issues with independent parties can be very helpful."

While the mentors have encouraged Kimbo and Apuoyo to find people to talk to close to home, as well, they say that they hope to continue to be a resource long into the future. "They are trying to do something that makes wonderful sense for their communities," Miller says. "To the extent that Tim and I can help them, we will have done our small bit to make the world a better place." **SCU**

—Dashka Slater writes about the environment, business, education, and law for publications ranging from *More to Mother Jones*. She is the author of four books of fiction and nonfiction.



Execs with something to learn from one another: from left, Collins Apuoyo; Tim Haley '81; Jeff Miller '73, MBA '76; Liza Kimbo.



PHOTO: NU HO

On the Web EXCLUSIVES

Learn more about the Global Social Benefit Incubator, the Sustainable Healthcare Foundation, and Enterprise Professional Services online. Visit this article at www.santaclaramagazine.com and follow the links.

AN AUSPICIOUS MOMENT

BY KARYNE LEVY AND KAREN CROCKER SNELL

The most ambitious fundraising project in the University's history is already changing the face of the Mission campus and moving education at Santa Clara to a new level.

The largest fundraising campaign in Santa Clara University's history came to a spectacular finish March 16 when alumni and donors gathered on the Mission campus to celebrate the raising of more than \$400 million. The Campaign included funds for scholarships, professorships, University centers, and capital projects, including a new library and a new building for the Leavey School of Business.

The total number of donors, 41,493, also set a University record. "Alumni, parents and friends made gifts, large and small, that will transform the University and impact how students and faculty interact and learn," says SCU President Paul Locatelli, S.J. "By investing in the campus learning environment, our alumni and donors have helped move Santa Clara to a higher level of quality as a Jesuit, Catholic university."

Bricks and mortar

The Campaign kicked off in 2002 with a \$25 million gift from Lorry I. Lokey, founder and president of San Francisco-based Business Wire, for scholarships and to rebuild and replace SCU's library. Bookending the Campaign, and also slated for the University's new Learning Commons and Library, was a \$20 million gift from the Sobrato family, alumni and Silicon Valley real estate developers. The Sobrato family had made earlier gifts to the Campaign totaling more than \$10 million.

The Learning Commons and Library will be roughly twice the size of the previous library. It will have the capacity to store 1.1 million volumes, approximately 20 years' growth, with an automated retrieval system that will expand the library's capacity to store and access well over a million volumes. Construction of the building, which will also be a showcase for green building technologies, began summer 2006 and will be completed by the start of the academic year in fall 2008.

"I figure if one can afford to make an investment in the future of education, one pitches in right now to help matters along," Lokey says. The money he's given to Santa Clara is not, he says, "a gift or a donation—it's one tremendous investment." And it's an investment that pays dividends in terms of educating global citizens with the abilities and commitment to fashion a more humane, just society.

▶ "SCU graduates have shaped generations of leaders in companies in Silicon Valley," says John A. Sobrato '60, left; on right, son John M. Sobrato '83. "The University has changed a lot since I graduated in 1960," the elder Sobrato says, "but what has stayed the same is the soul of the Jesuit mission: educating students with an emphasis on ethics and a commitment to giving back to the community."



A new sense of possibility

The other major capital project in the Campaign is a new 84,000-square-foot building for the business school. The new business school building will be more than twice as large as the current building and will unite the business school classrooms, faculty offices, research centers, and executive education programs that are currently spread across campus. And the new business school building will also walk the walk when it comes to green innovations in construction. Both the undergraduate business program and part-time MBA program were recently recognized by *BusinessWeek* and *U.S. News & World Report* as among the best in the nation.

Top students and scholars

The money raised through the Campaign will have a direct effect on students through increased financial aid as the University exceeded its \$101 million goal for student scholarships. This keeps front and center the mission of transforming students into leaders of competence, conscience, and compassion—so they, in turn, can go out and transform the world.

“Approximately 70 percent of the University’s undergraduate students receive some form of financial aid,” notes Jim Purcell, SCU’s vice president for University Relations. “Funds for scholarships were the largest single goal in the Campaign. We will continue to raise funds for scholarships because Santa Clara is committed to helping families and students access a Jesuit education. The gifts will allow students to come to SCU who could not have attended without financial support.”


The Campaign has made possible 12 new endowed professorships and six new fellowships as well, which complement the many existing chairs and professorships that help attract and keep top teaching talents. Which, in turn, enables the University to respond to the educational needs of the 21st century. 



PHOTO: CHARLES BARRY

What does it mean to find yourself in the top 100 universities in the nation? That’s

a question Santa Clara needs to grapple with now. For in addition to marking the most successful fundraising

effort in University history,

the Campaign for Santa Clara has built up SCU’s endowment to \$650 million—catapulting the University to No. 98. The bolstering of resources enables Santa Clara to take a more prominent, visible role nationally—and it brings a new sense of responsibility.

Chief Investment Officer John Kerrigan cites the generosity of donors and the efforts of the SCU Board of Trustees Investment Committee for their stewardship as being instrumental in helping the University reach this mark. “While No. 98 is gratifying,” Kerrigan says, “we’re focused on ensuring that the endowment continues to perform well in order to support the ambitious academic and programmatic goals Fr. Locatelli has set for the University over the next five to ten years. From time to time he asks me how far we are from the \$1 billion mark!” What would that mean? Aligned with the top universities in the country, Santa Clara would be able to fulfill in a more decisive way what Locatelli underscores as the “highest aim of a 21st-century Jesuit education”: making the world a better place. —SBS

A capstone event.

Clockwise, from top: Lorrey I. Lokey, whose \$25 million gift kicked off the Campaign for Santa Clara; Student Body President Jennifer Moody; and friends of the University gathered to celebrate the Campaign for Santa Clara on March 16.



On the Web **EXCLUSIVES**

Read more about the Campaign for Santa Clara, check out the live webcam of construction of the new Learning Commons and Library, and see pictures from the campaign wrap-up celebration online at www.santaclaramagazine.com.

Santa Clara Alumni Association

Focusing on the future



During the past year, I have been honored to serve as the National President of the Alumni Association. One of our primary initiatives this year has been the creation of a strategic plan. The objective of this plan is to develop a concrete vision for the Alumni Association that elevates our organization in the eyes of both our alumni and the University, with an action plan to match.

But how do we do this? We have chosen a process that employs a variety of tools to gather data, feedback, and ideas. First, we have gathered our own empirical data about our alumni. (Who knew, for example, that 45 percent of our alumni have graduated within the last 15 years?) We have also interviewed alumni organizations at other schools, including Notre Dame, USC, Stanford, Gonzaga, and Georgetown. Although the

institutions we chose each have different budgets and alumni populations, the benchmarking exercise was useful in helping us think about how we might take our own association to the next level.

The most important contribution of ideas, however, has come from Santa Clara friends and family. We have held numerous focus groups throughout the year and have benefited from the voices of the Alumni Association Board of Directors, chapter leaders from across the nation, Alumni Association past presidents, our alumni office staff, SCU department and graduate school representatives, and Fr. Locatelli. We also have had great input from those of you who participated in the online alumni survey earlier this spring. I thank each of you who have collectively contributed hundreds of volunteer hours to this important project.

As we sift through all of the data we have collected, some common themes are beginning to emerge:

- The importance of the Alumni Association as the continuity and the “glue” for the Santa Clara family among each other and to the University. The glue is physical, emotional, intellectual, and spiritual; ongoing engagement, lifelong learning, and service to others remain key themes.
- The importance of maintaining and communicating the traditions and legacies that make Santa Clara special to its alumni.
- The challenge associated with staying connected—which comes from changing alumni demographics, competing alumni affiliations, information overload, and personal life pressures.
- The importance of reaching out to current students.

- The rapid evolution of technology and electronic communication and how they are changing the way we connect with each other and the University. How should we respond?

- The cost of a Santa Clara education is rising, which poses challenges to the existing scholarship map. Is there an opportunity for our alumni organization to make an impact?

In the months ahead, you will be hearing more from the Donohoe Alumni House about our progress as we define our priorities and shape the programs required to meet those priorities. Stay tuned!

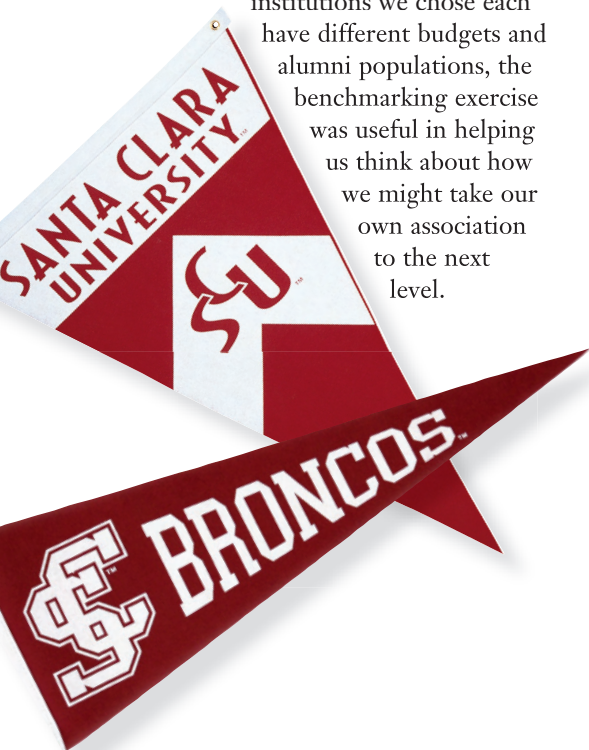
Finally, I am pleased to report that Santa Clara alumni made gifts of \$119.8 million (30 percent) of the total \$404 million raised in the Campaign for Santa Clara that just ended. Approximately 36 percent of our alumni made a gift of some amount, as did 30 percent of our parents. This just goes to prove that no gift is too large or too small, and that they indeed all add up.

Thank you for allowing me to serve as your National Alumni Association President over the past year. I look forward to seeing you at an alumni event soon.

Go Broncos!

Laurie J. Hernandez

Laurie Hernandez '85
President, National Alumni Association



class notes

Undergraduate Alumni

36 **Wilmot J. "Bill" Nicholson** writes, "I'm still here."

50 **John B. Mooney** published *Utopia Revisited* (Cork Hill Press, \$13.95), "a rewriting of Thomas More's classic in modern and future terms," with Utopia set on a planet orbiting Alpha Centauri. The book is dedicated to the memory of Austin A. Fagothey, S.J., who taught ethics at SCU.

55-YEAR **52** REUNION
SEPT. 7-9, 2007

52 **Norman A. Slaughter** and his wife, Claire, celebrated their 50th wedding anniversary in Colorado Springs, Colo., in July 2005. They were joined by their eight children and 23 grandchildren.

53 **Leslie R. Webber M.D.** has published his autobiography, *An American Doctor's Life Divinely Orchestrated* (Authorhouse, \$26.99). The book covers life from the Great Depression to the 1990s and includes Webber's time at SCU.

56 **Thomas T. Farley** is chair of the advisory board for Colorado State University, Pueblo.

50-YEAR **57** REUNION
SEPT. 7-9, 2007

57 **James D. O'Brien** writes that he can't believe it has been 50 years since he graduated. His son, **Michael MBA '83**, is an SCU alumnus.

58 **Vincent Burns** and his wife, Debby, celebrated their 49th wedding anniversary in January at their home in Carpinteria, Calif.

60 **Robert Pedroncelli** continues his civil engineering practice part-time by designing private sewage disposal systems. He lives in Healdsburg.

45-YEAR **62** REUNION
OCT. 19-21, 2007

64 **G. William Knopf** and his wife announce the birth of their sixth grandchild on April 12, 2006.

40-YEAR **67** REUNION
OCT. 19-21, 2007

67 **Daniel E. Hanley** has been in private law practice in San Jose since 1974. He has been married to his wife, Judi, since 1972.

35-YEAR **72** REUNION
OCT. 19-21, 2007

72 **Shelly Barsanti** was appointed as chair of the Hope Lodge Team by the California Division of the American Cancer Society. Shelly was a founding member of the Healthy Young Attitude program, a support network for young adult cancer patients and survivors in their 20s and 30s.

Tom Kelly co-authored *Cashing In on a Second Home in Mexico: How to Buy, Rent and Profit from Property South of the Border* (Crabman Publishing, \$19.95). Kelly was class president at SCU and has gone on to become a newspaper columnist, author, and host of the radio talk show "Real Estate Today."

David Samuelson J.D. '75 is "living the slower, healthy life" in the San Juan Mountains in

Telluride, Colo. He and his wife have two children, Maryfaye, 20, and Peter, 17.

73 **Bob Burson** recently published a novel, *A Romanov Returns* (Outskirts Press, \$13.95), which deals with the current energy needs of America. Bob is a partner in the CPA firm of Grice, Lund, and Tarkington. He and his wife, **Rosemary (Williams) '74**, have three sons. Rosemary is an academic technology specialist at Cathedral Catholic High School in San Diego.

J. Stephen Czuleger was named Alfred J. McCourtney Trial Judge of the Year by the Consumer Attorneys of Los Angeles.

Kathie Gerrity VMD lives and works in Boulder Creek, Calif., where she owns a small animal veterinary clinic. Her twin sons, Joey and Marco, whom she adopted as infants from Paraguay, will graduate from high school in June.

75 **Clint Hill** earned a Ph.D. in 2004 from Northern California Graduate University. He is a therapist with Fremont Hospital outpatient services.



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PHOTO: COURTESY MARY MCCONNELOUG

The amazing ride of Mary McConnelloug

A degree in vocal performance isn't often a stepping stone to a career in professional cycling. But it has certainly worked for Mary McConnelloug '93.

In the amazing ride that is her life, McConnelloug has shifted gears smoothly from singing for her supper to biking for it. Since she graduated from SCU with a bachelor of music degree in vocal performance, the 2004 Olympian in cross-country mountain biking has

racked up numerous cycling honors, including two U.S. National XC Championships (2003, 2005) and six World Cup podium finishes. Currently she's pedaling toward Beijing, vying for a spot on the 2008 U.S. Olympic team by competing in top races all over the world.

McConnelloug says she had no inkling of her future career while at Santa Clara. In fact, she says with a laugh, "I didn't have my own bike." Instead, she borrowed other people's bikes for occasional treks in the Santa Cruz Mountains. She didn't develop her competitive passion for the sport until she was 27.

Yet she sees many connections between her undergrad experiences and her current vocation. While at Santa Clara, she developed skills and techniques that still have relevance for her today. Proper breathing. Keeping a steady tempo. Balancing your life.

"Being a professional athlete, you need to be disciplined to practice so that you can perform when you're supposed to perform," she says, her speaking voice still musical. "At Santa Clara, I really learned about practicing any discipline, going to the music room to do my work so that I could be ready for my performances."

She also credits her facility with language to her SCU Italian classes and her voice teacher, Nancy Wait-Kromm. "I had to sing in Italian and French and German. She really made me get the pronunciation right. She made me translate all the songs before singing them, so I knew what I was singing. Believe it or not, I can speak Italian now when I go to Italy," McConnelloug says. Thanks to her training, she makes herself understood in France and Germany as well.

But McConnelloug came to the University with little training in theory. "It was really difficult for me to learn the 'theory in the ear' training. One professor—Prof. Shurtless, the director of the music department—was so wonderful. He just kept saying, 'Mary, you can do it. You can do it.' He really worked with me and pushed me through this so that I could learn," she reminisces. "It really taught me that I could, if I pushed through things, really make things happen.

"I've definitely dedicated my life to reaching my potential on the bike. It was a hobby that was my passion and became a profession."

—Anne Federwisch

30-YEAR **77** REUNION
Oct. 19-21, 2007

77 Ken Ravizza is a partner at TICO Construction, a commercial contractor. He lives in San Jose with his wife, Karen, and children **Vanessa '05** and Andrew.

80 Scott Chapman is a general partner and senior portfolio manager at Lateef Management Associates. He and his wife, **Celeste (Lindemann) '82** live in Fairfax, Calif., with their children, Bobby and Gina.

Scott Freeman is senior vice president, current programming and development, for Bunim/Murray Productions, which is producer of such shows as "The Real World," "Starting Over," and "The Simple Life." He is co-executive producer of "The Real World/Road Rules Challenge."

81 Eric Stille is president and CEO of Nugget Market Inc., an 80-year-old family grocery business that was recognized by *Fortune* magazine as one of the "Best Companies To Work For." The company is ranked No. 13, up from No. 33 in 2006.

83 Greg Patti MBA '89 has published *Reverse Mortgages: Cash for the Rest of Your Life!* (Booksurge, \$16.99).

84 Donna Iusi Scheer is Arts director at the National Dance Institute of New Mexico in Santa Fe.

86 Melissa Finocchio Burdekin J.D. '90 joined Micron Technology Inc. in Boise, Idaho as senior assistant general counsel managing intellectual property litigation.



On the Web EXCLUSIVES

See more photos of McConnelloug, and follow links to find out more about her racing at www.santaclaramagazine.com.

90 Carol Lamadrid relocated to Monaco for her husband's job and started working at Edmiston & Company in yacht charters and sales. A double major in communication and dance, Carol continues to teach dance as a second career.

91 Michelle J. (Woomert) Latray J.D. '94, and her husband, Steve, announce the recent birth of a daughter, Brianna Christine. The baby joins siblings Bryce, 11, Brody, 7, and Brant, 4, in the family's central Texas home.

92 Patrick and Devon Allen '93 welcomed daughter Fiona Quinn to their family on March 12, 2006. Fiona joins siblings Owen, Zachary, and Lucy in the family's Hinsdale, Ill., home.

Jean (Huston) Walker and her husband, Todd, announce the birth of their son, Andrew Harley, on April 18, 2005. The family lives in Carlsbad, Calif.

93 Kim (Sheldahl) Leane and her husband, Brigham, announce the birth of their second daughter, Chloe Anne, on June 23, 2006. She joins big sister Emily in the family's Grand Junction, Colo., home.

96 Kristina (Muhlker) Crites and her husband, Aaron, announce the birth of their son, Noah, on April 10, 2006. The family lives in Pleasanton, Calif.

Michael Thanos and his wife, Diane, announce the birth of a son, Ryan Michael, on Nov. 10, 2006.

97 Kara Grover married **Justin Herrick** on Sept. 23, 2006. SCU alumni in attendance included **Suzanne (Senasac) and John Lertora, Debra (Mallos) Broccardo, and Katie (Grant) O'Keefe**. Kara is a licensed

marriage and family therapist. The couple lives in Salida, Calif.

Tiffany (Allen) and Jason Marandas have moved with their 2-year-old daughter to Amsterdam, where Jason serves as an account executive for WebEx Communications Inc.

98 Lisa (Sacco) and Damien Swendsen announce the birth of their third baby, Matthew Benjamin, on Jan. 30.

Tamra Tiong was named the 2007 New Mexico Teacher of the Year, and she was one of four teachers selected as finalists for National Teacher of the Year. She teaches in Dulce, N. M.

00 Alexis Hyman graduated from SCU's teaching credential program in 2005. She is now teaching in Fairfield, Calif.

01 Stephanie Enos and Jesus Morales were married at Mission Santa Clara on March 18, 2006—30 years after her parents were wed at the same church. The couple honeymooned in Oahu and now lives in Tracy. Stephanie is working as an administrative specialist with the UC Police Department at Lawrence Livermore National Laboratory.

Adrian Hall earned a master's degree in marital and family therapy (clinical art therapy) from Loyola Marymount University.

Brooke Sibley married **Kyle Parrish '00** on July 29, 2006 at Thomas Fogarty Winery in Woodside. Kyle is currently a Regional Sales Manager for Oracle and an MBA student at SCU. Brooke received a master's degree in teaching reading from USF and teaches first grade in Sunnyvale.



PHOTO: STEPHEN SMOKER '09

Sami Crasneck '06 at work.

spent five days tearing down hurricane-ravaged houses. They wielded axes and crowbars, hammers and brooms, and they came paying their own way.

Alumni worked with local Catholic Charities officials and homeowners. And alumni who currently live in New Orleans hosted dinners for the immersion group.

Santa Clara's efforts were much appreciated by locals, notes Mary Modeste Smoker '81, assistant director of the Alumni for Others program. She organized the trip and participated in it as well.

"People stopped their cars and said, 'Thank you. Thank you for helping us rebuild our city,'" she says.

Read more, see videos, and check out the alumni blog. Visit www.scu.edu/scm/NewOrleans.

New Year's in New Orleans

The holiday most people associate with New Orleans is Mardi Gras. But it was for New Year's that a group of 34 SCU alumni and friends headed south to help rebuild the Crescent City.

For the first immersion trip sponsored by the SCU Alumni Association (and the first alumni group from a Jesuit university), Santa Clara grads representing the Classes of 1958 through 2006

Alexis Zolezzi married Ross Garrett and lives in Cardiff-By-The-Sea.

02 Beth Livingston and Andrew Thompson '03 were married Jan. 20 at the Yosemite Chapel in Yosemite National Park. The wedding party included **Lacey (Paulson) Summers '04, Jana (Milbank) Smithwick '01, Sean Eirich, and Chris Tschinkel '03**. Guests included **Rosby Lamm, Jean McCarron, Cara Payne, Ian Nassman '99, Jeremy Schrader '03, Jenna Doot '03, Alicia Johnson '03, Chris Foster '03, Wiley Erikson '03, Tina Lennox '03, John Lingbeck, Katie Tasca '05, and Nicole Rolle**. The newlyweds honeymooned in Sonoma Valley and live in Seattle.

Christopher Montanaro married **Rachelle Colquhoun '03** on Aug. 26, 2006 in Spokane, Wash. The wedding party included **Alexis Ferguson '04, Erica Milanese '03, Joanne Quion '03, and Morgan Rudolf '01**. Also in attendance were **Goldeen Corpuz '01, Josh Griffin '03, Jennifer Hooper '03, Brian and Anne Linde, Michael Pittman '04, Allie Perazzelli '05, Erin Russo '05, Lisa Slynstad '02, and David Thompson '01**. The newlyweds honeymooned in Scotland and Ireland and now live in Denver.

Stephen R. McShane opened a nursery in 2005. He is married to Caroline Chapin and is chair of the Hartnell College (Salinas) board of trustees. He lives in Prunedale, Calif.

Survey says...

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SANTA CLARA UNIVERSITY

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Leon Panetta

Is There Light at the End of the Tunnel?

A conversation with Leon Panetta '60, J.D. '63, former chief of staff in the Clinton White House. Panetta discusses his participation in the Iraq Study Group and events that have transpired since the group made its recommendations. Recorded May 31, 2007.

Khaled Hosseini

The Santa Clara biology alumnus, physician, and best-selling author reads from and discusses his first novel, *The Kite Runner*. Recorded February 2007.

Reza Aslan

The Clash of Monotheisms, or, How to Win a Cosmic War

A conversation with Reza Aslan, SCU religious studies alumnus and national commentator on Islamic issues for CNN, the *New York Times*, and other news outlets. He is the author of the book *No god but God: The Origins, Evolution and Future of Islam*. Recorded January 2007

www.scu.edu/speakerseries

Graduate

72 Henry Newton MBA is president of Infragard. He lives in Metairie, La.

73 Richard C. Watters J.D. was named 2006 Trial Lawyer of the Year by the California Chapter of the American Board of Trial Advocates.

79 Greg Gillam is a director with Prudential Mortgage Capital Company in Los Angeles.

80 E.V. McDermitt J.D. published the novel *Return to Berlin* (Vantage, \$14.95), a thriller featuring neo-Nazis, stolen tactical weapons, and a plot to seize control of a European nation's government.

82 Joseph Cavanagh M.S., who taught for 22 years in SCU's computer engineering department, recently published a novel, *The Computer Conspiracy* (PublishAmerica, \$19.95), and a textbook, *Verilog HDL: Digital Design and Modeling* (CRC Press, \$119.95).

85 David James Trapp J.D. has published a novel, *The Bard of Bethlehem* (PublishAmerica, \$19.95). It tells the story of a Celtic musician in the days of the Roman Empire.

00 Elizabeth (Jordan) J.D. and Justin Campagne J.D. announce the birth of twins, Jack and Laura, born October 2006. They join sister Kate who is 2. Liz is a stay-at-home mom, and Justin is a partner at Campagne & Campagne, an agribusiness law firm in Fresno.

01 Carolyn (Doerksen) and William Bowe are proud to announce the birth of their second son, Michael Edmund Bowe. He was born Aug. 31, 2006. Big brother Joshua (age 3) was proud to welcome him home.

Obituaries

40 Joseph P. Lacey, Dec. 30, 2006. The World War II and Korean War Navy veteran was a longtime teacher in Newark, Calif., Watsonville, and San Francisco. He was also a community activist. He is survived by five children and numerous relatives.

41 Russell Lebeck, Jan. 16, 2006. The California native retired in 1967 after 27 years of Naval Aviation Service and later worked in logistics management at Lockheed Missiles & Space Company. During World War II, he flew fighter missions in the Pacific. During Korea, he completed 82 combat missions, and during the Vietnam War, he flew combat support and evacuation missions. His decorations included the Distinguished Flying Cross, four Air Medals, and many commendations. In 1983, he was elected to the Santa Clara University Hall of Fame for outstanding achievement in athletics. He is survived by a son and a daughter.

42 William B. Beggs, June 28, 2006. A native of Los Angeles, he was a star player on the Bronco football teams of 1939, 1940, and 1941. He is survived by two children.

48 John J. "Jack" Ahern, Jan. 22. A native of San Francisco, he was a partner in the accounting firm of Rooney, Ida, Nolt and Ahern. He was active in the East Bay chapter of the CPA Society as well as numerous religious and charitable organizations. He is survived by his wife, Norma, and two daughters.

53 Bruno Biasatti, July 25, 2006. Born in Stockton, he served for two years in the U.S. Army and later was employed by State Farm Insurance as a claims adjuster for 45 years. He is survived by his wife of 50 years, Diane; two daughters; two sons; and three grandchildren.

James J. Lindquist, Nov. 5, 2006. A mechanical engineer, he retired from Rocketdyne in 1986, but continued working until 2001. He is survived by his wife of 51 years, Vara; a son; and two grandchildren.

56 Edward L. Pugh III, Nov. 8, 2006. The Virginia native was employed at Ryan Aeronautical Company in San Diego after graduating from SCU. He continued his studies at M.I.T., Stanford, and San Diego State University. After earning a Ph.D. in mathematics from the University of California, Los Angeles, he worked as a research scientist at Megatek Corporation in San Diego. He is survived by three sisters; Laura, the love of his life; four daughters; and 10 grandchildren.

68 Lowell Tom, Jan. 3. A native of Hawaii, he retired from Valmont Industries as controller and previously worked at South Bend Lathe. After earning a degree in mechanical engineering from SCU, he earned degrees from the University of Maryland and Notre Dame. He was a captain in the U.S. Army in Vietnam and other duty stations. He was active in many volunteer activities such as coaching and working with Busy Hands as a retired senior volunteer. He is survived by three brothers and a sister.

69 Dolores Ann Doran, Jan. 7, in Santa Maria. A native of Santa Monica, she earned a master of arts degree in Spanish from UCLA and a master's in music from Vermont College of Union Institute and University. She was a 26-year employee of Allan Hancock College, where she worked as a counselor/coordinator. She sang with numerous professional choirs in the community and was the founder and artistic director of the local choir, Coastal Voices. She is survived by her husband, Bob.

84 Louis Miles Tolbert Jr., Sept. 29, 2006. A native of Alabama, he was a counselor and administrator in the Mountain View-Los Altos High School District and a businessman with the El Cajon Project. He is survived by his wife, Regina.

Graduate

51 Logan Moore J.D., Dec. 28, 2006. A native of San Bernardino, he served in the U.S. Army during World War II. He practiced law in Garden Grove and Anaheim and in 1965, was appointed to the bench by Gov. Pat Brown. After retiring, he and his wife, Loraine, spent nine months in China, where he taught American law to Chinese law students. He is survived by his wife of 58 years; a son; and three granddaughters.

67 Paul G. Jeffries, Jan. 21. The Alabama native served in the U.S. Air Force during the Korean War. After his discharge, he graduated from the University of Texas, Austin. He and his wife moved to California, where he attended SCU on a company-sponsored honors program and earned a master's degree in electrical engineering. Most of his working career was with GTE Government Systems; after taking an early retirement, he joined a consulting firm (ESEA) in Los Altos.

77 James Spencer Crawford J.D., Jan. 26. After a college baseball career, he began his career as a trial lawyer for personal injury and product liability cases. He was a founding partner of several law firms that became Crawford & Block in

1981. He also was a leader in the legal community. He switched in 1996 from litigating to mediating for JAMS, and resolved more than 2,000 cases as a mediator. He is survived by his wife, Pamela, and a son.

85 Joyce P. Palmer M.A., Dec. 28, 2006. After earning a degree in counseling psychology from SCU, she earned a marriage family therapist license and opened a private counseling practice, where she continued to see clients until her death. As a counseling supervisor at Almaden Valley and Teen & Family Counseling Centers and counseling psychology practicums at SCU, she shared her passion and knowledge of counseling with her interns and students. She is survived by her husband, Jeff, and three children.

IN MEMORIAM



PHOTO: CHARLES BARRY

Lucky Hinkle, Feb. 7, after a battle with cancer. Lucky began working at SCU in 1981 and served the University for over a quarter century. He was instrumental in developing the recycling program on campus and was honored by the University with a special award for his efforts. For Lucky, sustainability wasn't simply something he was engaged with in work; it was

an ideal that mattered to him deeply. He commuted to campus by a Ford Escort that had been converted to electric power.

Born in Tucson, Ariz., in 1951, Lucky moved to San Jose as a teenager. He wed his high school sweetheart, Lucy Featch, and they raised two children together: a son, Frank, who now works for SCU Campus Safety; and a daughter, Sandy, who lives in San Jose. Lucky enjoyed camping with his family, especially at Mt. Madonna Park for its peacefulness. He and Lucy also enjoyed attending the local Renaissance Faire in costume.

He is survived by his wife and children; and by two brothers, Randy and Raymond. Friends and colleagues miss his warm and friendly greetings, and this spring RecycleMania at SCU dedicated its efforts to Lucky as gratitude for how much he had done to protect the environment and promote sustainability.

after words

After Regensburg...

Important ideas emerged from the pope's lecture—and important lessons about communicating the truth.

By James Alison

In September of last year, Pope Benedict XVI caused a worldwide sensation when at a conference in Regensburg, Germany he quoted a disparaging 14th-century comment on Islam. But it is worth recalling some of the more important things to emerge from the Regensburg lecture.

The first point is the pope's quite specific rejection of there being any violence at all in God, therefore no divine word can be violent. He is suggesting that apart from any particular sacred text in which words of violence can be read, there must be an interpretative key which disallows humans from involving God in violence; that such an interpretation is essential for Christian understanding; and in its verbal development it has in fact depended from its earliest days on Hellenistic thought.

Second, Pope Benedict goes on to show that a relationship exists between faith and reason which has been developed, and maintained alive, quite specifically in the Catholic faith, with its insistence both on God's utter transcendence and yet on there being a proper analogy between created matter and the Creator that communicates the regularity, goodness, and non-capricious nature of reality.

The pope's third point is that of what I call the fragility of Enlightenment thought. He says: "The West has long been endangered by this aversion to the questions which underlie its rationality, and can only suffer great harm thereby." In other words, by ignoring, and indeed sometimes despising, the very specific doctrinal and social conditions of possibility



James Alison is a British priest and theologian. These "After Words" are a follow-up to a talk he gave at Santa Clara in October 2006.

which enabled it to flourish, the scientific rationality which we take for granted may endanger its own survival.

A fourth point which the pope made in an interview given to representatives of German television before his trip to Regensburg was that it is the proper role of the Church to mediate between modern Enlightenment secularity of the sort represented in the European Union and cultures which live a much more strongly "religious" understanding of life. This tends to position the Church as being exactly what it has been historically: a mediator between a collapsing "sacred" world and an emerging, benign, but also potentially dangerous "secularity."

What I find particularly encouraging is that Pope Benedict does not identify the Catholic faith with absolutist and fundamentalistic forms of religion, but rather as something closer to a place of creative tension between "Enlightenment" and "Fundamentalist" thought patterns. This is, of course,

not where "Enlightened" thought has typically wished to place the Church in its own scheme of "reason battling against obscurantism."

Two final points emerged as a result of reactions to an unfortunate quotation which skewed response to the Papal address. The first is something we are going to have to learn as we come to preach and teach our faith in a world where we are rarely talking to ourselves, and where "others" are very susceptible to seeing themselves misinterpreted in almost any remark we make. And this is that discourse is mimetic, not absolute. In other words, we cannot imagine that statements are "clear, reasonable, and simply and straightforwardly true." Rather, truth must be spoken non-provocatively if it is to be as truthful in what it effects as in what it purports to communicate.

The second is linked to this: Owing to the huge information overload in which we are going to continue to live, the role of the papacy is going to shift enormously in our lifetime. We are going to have to learn to detect Petrine stability and truth-telling in a way that is quite different from yesteryear's rather distant, slow utterances of canonical authority. Curiously, the dream of 19th-century ultramontanists has come true: They can have a papal message for breakfast every day. But the result of this immediacy is to make papal authority a much subtler affair, and one much more dependent on the interpretations and feedback of an informed and educated Church than those ultramontanists can possibly have imagined. This is the Church which we are being challenged to build.

PHOTO: COURTESY OF "IT'S IN THE AIR," MINNEAPOLIS



calendar

JUNE

Date	Sponsor	Event	Contact	Contact Info
1	Alumni Association	First Friday Mass and Lunch	Alumni Office	408-554-6800
15	Boston	SCU Alumni Night at the Red Sox	Mark Samuelson '87	mark.samuelson@us.pwc.com
18	San Francisco	16th Annual Santa Clara Dinner	Alumni Office	408-554-6800
25	Law Alumni	Justice Panelli Golf Classic	Law Alumni Assn.	408-551-1748
29	New York	SCU Alumni Night at the Yankees	Jennifer Royse '00	jennifer.royse@gmail.com

AUGUST

2	Los Angeles	SCU Alumni Night at the Dodgers	Brent Gonzalez '99	bgonzo32@yahoo.com
4	San Diego	SCU Alumni Night at the Padres	Eric Poon '02	ericpoon@scualum.com
6-10	Alumni Association	Alumni Trip to Ashland	Alumni Office	nnino@scu.edu
15	Chicago	Alumni Night at Ravinia	Jack Bycraft '89	jbycraft@scualum.com

SEPTEMBER

7	Alumni Association	Golden Reunion for the Class of 1957	Alumni Office	408-554-6800
7	Alumni Association	55 Year Reunion for Class of 1952	Alumni Office	408-554-6800
8	Alumni Association	Gianera Society Luncheon inducting the Class of 1957	Alumni Office	408-554-6800
8	Alumni Association	Saturday Dinner for Class of 1957	Alumni Office	408-554-6800
9	Alumni Association	Vintage Santa Clara XXIV	Alumni Office	408-554-6800
15	Denver	Service Project at Arrupe High School	Steve Starliper '83	sstarliper@comcast.net

Coming Attractions



50th Reunion and Gianera Luncheon

Friday, Sept. 7

- Reunion Dinners for the Classes of 1952 and 1957

Saturday, Sept. 8

- Gianera Society Luncheon for all classes who graduated more than 50 years ago
- Induction of the Class of 1957 into the Gianera Society
- Saturday Dinner for the Class of 1957

Sunday, Sept. 9

- Mass in the Mission
- Vintage Santa Clara XXIV Wine Festival

FALL HOMECOMING & REUNION WEEKEND

Oct. 19-21, 2007

- Golf Tournament
- Oktoberfest
- Academic Programs
- Campus Tours
- Mass in the Mission
- Reunion Dinners for the Classes of 1962, 1967, 1972, and 1977

Join your reunion committee and help rally your classmates for the reunion!

Contact the Alumni Office toll free at 1-866-554-6800 or e-mail alumupdate@scu.edu.

Connect with your classmates by joining your reunion class group on inCircle, SCU's ever-expanding online alumni network at www.scu.edu/incircle.

Invitations will be mailed in early September.

For more information, visit www.scu.edu/homecoming.

The Art of Kim Jung Hwa

July 8—Aug. 19, 2007
at the de Saisset Museum

Korean artist Kim Jung Hwa creates astonishing textile works in luminous colors that reflect the landscapes of her native country. She strives to depict images "with the colors of the mind." In order to master the art of natural dye processes, she traveled all over Korea to learn the art of traditional dye processes from community elders. This exhibition will include numerous wall works and installations by the artists. The exhibition has been organized in conjunction with Site Creations and the participation of Yeongcheon City in South Korea.

Kim Jung Hwa was educated at the Korean National Open University and the Graduate School of the Catholic University of Daegu. Her work has been included in solo exhibitions in Daegu, Seoul, and the Museum of Modern Art in Osaka, Japan.

Parting Shot

PHOTO: CHARLES BARRY

Face time

SCU GREEN Club President Tim Sennott gets a Sustainability Day makeover.

Parents of SCU grads: Has your son or daughter moved?

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